BIRD'S NEPONSET REVIEW

VOLUME XV - 1927

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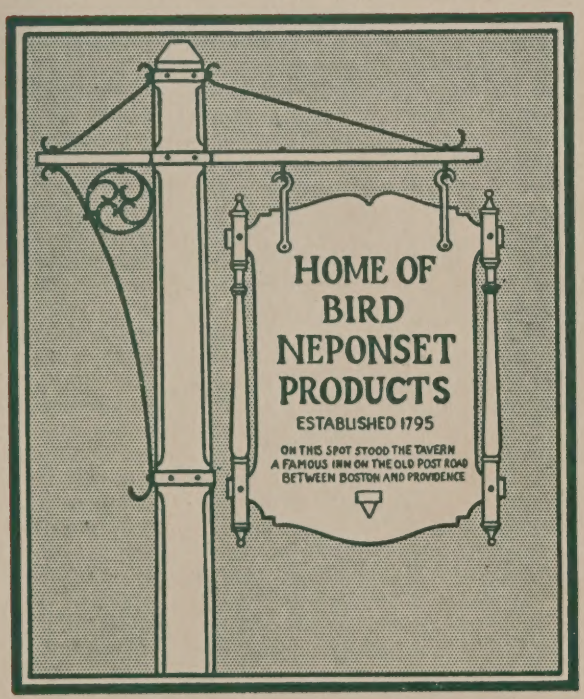
East Walpole, Mass.



Holiday Number

1926 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, St. Louis, Indianapolis, Houston, San Francisco, Seattle, Los Angeles

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Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

Vol. XV — *Holiday Number* — No. 1

A Message from Charles Sumner Bird

I WISH a Christmas Greeting and a Happy New Year to each member of the Bird family.

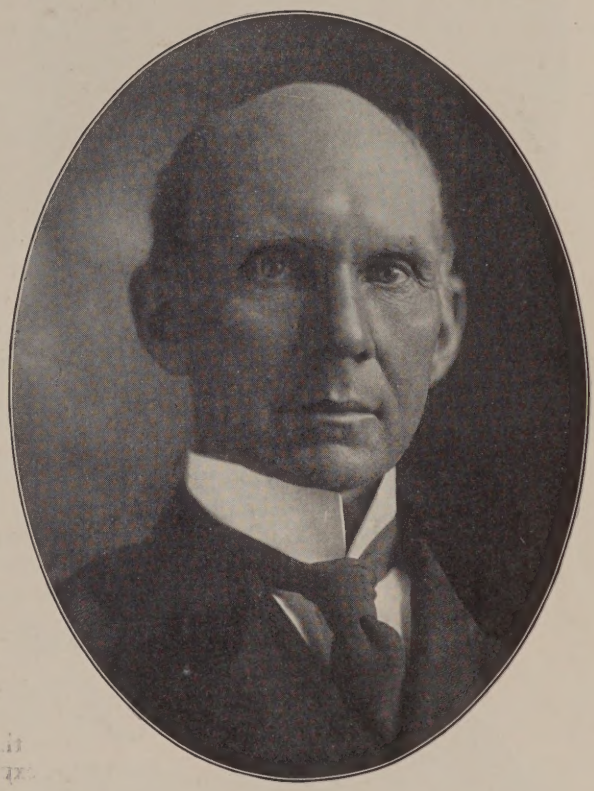
We are still a family though much larger than we were when I came here. Of course, we are not so closely knit together as we were fifty years ago when we were quite small, but I believe that the brotherly feeling still exists in our membership. May it always be there. Much, of course, depends upon the young men and women who are coming into our organization. They must set the pace.

We must try to maintain the get-together and keep-together spirit. It has been our greatest asset. It has kept us from serious misunderstandings in the past. It is about fifty years since I began life among you, hardly a school boy. I do not believe the word "cooperative" was known at that time, but we "cooperated," we worked together. I called every man by his first name and we worked shoulder to shoulder to get the old ship back to a safe course.

When the craft got out of danger the work we had done seemed nothing compared to the satisfaction of success and so we have gone on and on strengthening the business until today we are on a firm foundation, I believe, to withstand any competition. We could have moved faster but we believed a moderate gain each year would be safer and in the long run more profitable.

Our gain in the past five years has been 50 per cent, which represents a very large tonnage, and if we continue at that rate, a considerable expenditure for buildings and equipment. Of course, we are going to maintain that gain and perhaps even more, but how shall we do it? We cannot build more paper mills in Walpole. We have exhausted the water supply. This and even more important problems must be faced and solved by the young men in our business. They are, in my opinion, fully up to it.

I believe that the young man of today has a greater opportunity than ever before. If we are to grow we shall need ability of the highest order. Buildings and machinery are easy to construct,



but men who have real ability and willingness to work are difficult to find.

"Has our business in 1926 been prosperous?" I am asked. I answer, "More so than in any year of our history." This is reflected in the rising value of our first preferred stock which today is the first and only mortgage on our entire business. We have used our surplus earnings to improve our properties and the result has been shown in increased earnings. Never has our business been so efficiently managed as it is today.

All in all, I congratulate you for the work you have done.

Charles S. Bird

Greeting from Vice-President Philip R. Allen

THE EDITOR'S NOTE says that my article for the Christmas *Review* is due. This reminder that another year has gone comes as a pretty sharp jolt. However, the beautiful snow storm last night is a pleasant reminder that Christmas, "the gladdest time of all the year," is nearly here. This partly softens the jolt.

We can certainly all feel happy that another successful year has been achieved. We all know that the wheels of industry have turned steadily this year; that everybody has been busy; that there has been the same display of real team work throughout all divisions—sales, manufacturing, treasury and accounting.

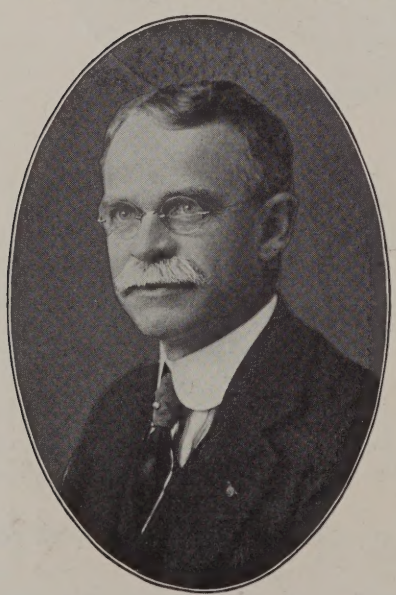
Some people have tried to decide which department of a business comes first in importance. This should never be attempted. Once, in answer to a similar question, as to which is the most important, labor, capital or brains, Andrew Carnegie, the canny Scotchman, aptly countered with another question—"On a three-legged stool which leg is the most important?"

Now for a compliment to pass along to everyone. A man who has visited a great many plants in this country and abroad, after visiting ours, said to me—"I have never seen a plant of its kind anywhere in the world as clean as yours. Does it pay?" "Yes," I said, "it pays and pays well. Some of us used to think it was just a hobby of Mr. Bird's, but he always contended that it not only pays a profit in quality of products and in efficiency of operation, but also that it pays in the happier feeling and pride of the whole organization in having a clean and well kept plant and surroundings, and Mr. Bird has been right on both counts." It was a very nice tribute from a visitor.

It is never safe to make predictions, but everything now points to another good year in 1927. Competition is growing keener in all of our lines—but we welcome this. It means that every one in the organization will have to think and work a little harder. That's always good for us.

I am glad to send along Best Wishes for A Merry Christmas and A Happy New Year to Everyone.

"A Wonderful Spirit" says George R. Wyman



OUR slogan for 1926 was "The day's work plus." It was brought about by the fact that during the year 1925 it seemed to us that every effort had been put forward to reduce manufacturing expense by savings in materials, increases in production and various other things, so that, when we started out in 1926 to make still further savings, it looked as though it meant more hours than could be put into the regular day's work.

But, with the slogan in mind—"The Day's Work Plus"—every mill and department started out on January 1st to beat the record. Never has there been such a wonderful spirit shown in our organization. Practically every month, from January on, showed a better manufacturing standing than the previous month. On July 1st, our FB plant had shipped 7,000 tons more for the six months than for the same period in 1925.

Other increases have been very satisfactory. We have rounded out the year with a record of having produced more goods of a higher quality than were ever produced in our institution before. Economies have been made in reducing wastes. Our machinery and plants are in good repair; our storehouses are practically empty, which, unless something very unusual happens, insures our usual uninterrupted production schedule during the "dull period," truly a very happy ending for 1926.

And, best of all, I am glad to say that our Manufacturing force has enjoyed a full measure of good health and is all set to tackle the problems of 1927 with the same enthusiasm as has been shown in our institution in the past.

A RECORD 1926 FOR BUILDING AND ROOFING

Greatest Increase in Sale of Asphalt Shingles; Norwood Plant Makes Successful Drive on Waste; Western Division Shows Consistent Growth

ITH a record 1926 nearly behind them, the office and mill departments of the Building and Roofing division are looking optimistically ahead to 1927.

At our Norwood and Chicago plants, as you probably know, we manufacture roll roofings and shingles of many types, as well as specialties such as roof coatings, plastic cement, etc.

The greatest increase, as reported by P. H. Bailey, sales manager, has been in the sale of asphalt shingles. While some preliminary work was done the year before, this past year can be looked upon as having witnessed the successful launching of Lock-Butt Shingles, Hexagonal Shingles, and the various shingles which are made in the Art-Blende colors.

The use of the asphalt shingles right over the old wooden ones is a method of re-roofing which is rapidly coming into favor. The complete success of this method is dependent on the type of shingle used, as well as the workmanship in application. The volume of sales of Bird's Lock-Butt and Hexagonal Shingles has conclusively demonstrated the suitability of these shingles for laying over old wooden shingles.

The Art-Blende roof as developed by the Chicago plant probably comes nearest of all to providing perfect roofs of russet tints, or autumn blends, or, in other words, soft, harmonizing colors. The superiority of this unusually attractive roof has resulted in a great stimulus to sales.

"It appears that the next few years will see a remarkable development in the asphalt roofing industry," says Mr. Bailey. "The research and experimental work done by many manufacturers, including ourselves, will result in better looking roofs than ever before. This will in turn result in the opening of new fields by and for salesmen. The general market for the sale of asphalt roofings is wide and will grow wider.

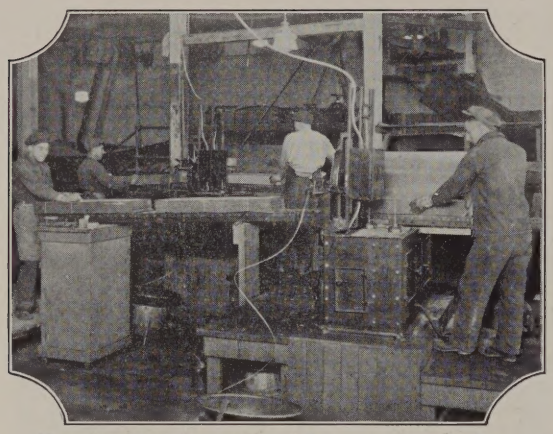
"In the face of spirited competition there is plenty of business for us even if new building should decline in 1927. We shall probably make just as good an increase next year as has been done this year."

The index of progress at the Norwood Building and Roofing mill may be found in the records of the shipping department, which show that 1926 cannot help but be our biggest year in the shipment of Building and Roofing products.

The Building and Roofing Sales Office Force. Back row—left to right: Barry Lundy, Leon Regan, Gerald G. Sheehan, Alfred M. Terhune. Third row: Louise Kinsman, Helga D. Peterson, Louise Percy, Bessie Hubbard, Margaret Dalton. Second row: Harriet E. Anderson, Thelma Patton, Mrs. Edith O'Neil, Alice E. Field, Sabina Costello, Helen Costello, Mary H. Walsh. Front row: George Towle, Philip H. Bailey, William E. Hale, Edward H. Gallup. Insert, Austin D. Kilham.

One of the chief accomplishments, as shown by the report of E. M. Lines, superintendent of the Norwood plants, has been in the elimination

Building and Roofing Executives at Chicago. Back row—left to right: E. R. Clark, B. H. Roberts, B. J. Overholt, H. A. Brandau. Front row: C. E. McEachren, W. W. Wilson, F. H. Hird, L. H. Freeman. Insert: R. D. Peterson.



New shingle-tying machines help to speed production

of waste, brought about by frequent meetings and discussions on the subject between the foremen and the mill management.

In the machine department, automatic tying machines have been added, which have considerably reduced the amount of manual work. This has, in turn, helped to take care of the increased production which has exceeded, by a wide margin, the fine performance of the previous year.

A new warehouse, with a capacity for the storage of nearly 30,000 squares of shingles, will be completed early in 1927.

The laboratory has made a fine record of accomplishment in the perfecting of our products. We are re-organizing our laboratory which will be able to give its entire time to research in new Building and Roofing products.

"The calendar says that 1926 is about over, although it is hard to believe, and we assume that one reason that this is true is because we have all been extremely busy during this year at the Chicago Plant, and it is axiomatic that when you are busy time passes rapidly," says F. H. Hird, Manager of the Western Division.

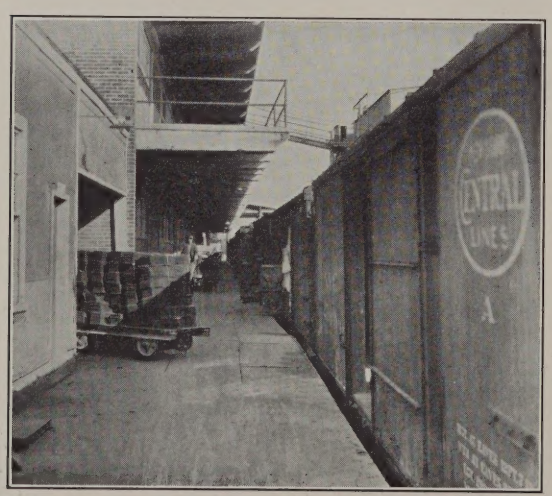
"When we sum up the results accomplished for the year we are gratified without being in danger of suffering from the evidences of a superiority complex known as a swelled head.

"Almost every territory served from this office has shown a consistent growth in business.

During the year the personnel of this "Western Service Station" of Bird & Son has been changed hardly at all, indicating that the organization that was operating at the first of the year is still functioning in a satisfactory manner.

There is under construction and nearly completed another warehouse which will be equivalent in area to the one that has been in use in the past, and this will put the Chicago plant in a better position than ever to render service to dealers.

Executives and Foremen at the Norwood Building and Roofing Mill. Back row—left to right: Robert Roy, Charles Seavey, Charles J. Watson, Ralph Kolseth, Richard J. Stoddard, Howard F. Everett, Michael F. Sheehan. Front row Harry A. Dresser, Ferdinand Z. Phelps, Edwin M. Lines, Eli L. Chamberlain, George E. Smith, Herbert C. Jepson.



The shipping platform at Building and Roofing is a busy place

Among the mechanical improvements which have been made this year is a powdered coal installation under boilers, which will enable the plant to reduce costs slightly and at the same time make it more independent of outside influences than ever before.

All machinery and equipment has been kept up to 100% efficiency, thus enabling the plant to guarantee service on shipments during 1927.

"We cannot let this opportunity go by without saying a word of congratulation to our manufacturing department," says Mr. Hird. "Through the constant efforts of the entire staff, we have been able to keep shipments going out promptly to our customers, even when the stress of incoming business was rather severe. It is inspiring to feel that every one in the manufacturing organization is thoroughly imbued with the idea of quality first, last, and forever."

GREATEST DEMAND EVER FOR FLOOR COVERING

"Bird & Son Will Maintain High Quality", says H. E. Sawyer, Jr.; Constant Striving for Improvement at Mill, under E. M. Lines.

GREATER demand than at any previous time for Bird's Floor Coverings and Rugs is shown by the records of the shipping department at the Norwood plant. In a little over ten months, more goods had been shipped than during the previous record year, 1925. The total will be over 25,000 tons for the year.

H. E. Sawyer, Jr., sales manager, devotes his report to giving a message to dealers.

"As a result of the recent sharp decline in prices," he says, "some of our customers have inquired as to our intention regarding the quality of Bird's Neponset Floor Covering products. Apparently the thought has occurred to them that the standards of quality would be lowered to meet the reduction in price.

"Irrespective of what may have prompted such thoughts, we wish to assure all of our customers that the quality of Bird's Neponset Floor Covering products will be maintained at the same high level as heretofore, and, furthermore, that every effort will be made to improve this quality.

"There are two factors which have been largely responsible for the success of Bird's Floor Covering products," he says, in closing. "First, quality, and second an average level of resale prices which has permitted merchants to make a satisfactory mark-up.

Sales Office force of the Floor Covering Division. Back row—left to right, Mary Concannon, Marjorie Gifford, Eva Gifford, Margaret Owens, May Foley, Elizabeth Lamore, Antonia Dornig, Alice Keliher, Mary Ruggles, Millard S. Peabody. Center row: Mary Keliher, Katherine Dowling, Hannah Flavin, Charlotte Bedell, Ellen Flavin, Madaline White, Helen Kiniry, Helen Curran. Front: Lloyd M. Dearborn, Robert V. Garner, Oliver C. Turkington, H. Eugene Sawyer, Jr., John E. Alcott, Edwin C. Johnson, Richard W. Winn. Insert, William B. Rogers.

Regardless of any rumors which may be circulated from time to time, it is unreasonable to suppose that Bird & Son will intentionally, or otherwise, lose sight of the immense value of these two assets."

The story of the mill, under the direction of E. M. Lines, superintendent of the Norwood plants, concerns the constant striving after im-

The Chicago Floor Covering Office Force.

Back row—left to right: T. J. Howells, W. R. Williams, F. W. Jakel, W. K. Smith, W. B. Moore, R. W. Westcott, B. I. Hindmarsh, T. Marshall. Center: Marie Lester, Florence Naughton, Mary Maloney, May McWade, May Sweeney, Gladys Kamin, Lillian Moe, Anna Drum. Front: Florence Wittleder, Mary Curran, Alice Cosgrove, Helen Madden, Virginia Szukalla, Pearl Frymark, Ida Mitchell.

Executives and Foremen at the Norwood Floor Covering Plant. Back row—left to right: Jesse Ghen, Frank P. Reynolds, Berton L. Seekins, Frank Sutherland, G. Benjamin Sodergren, Leon R. Wilson, Michael Shergals, Albert R. Jenkins, Ernest D. Huggard. Front row Stuart A. Nickerson, Leo R. Bernier, James F. Maguire, Edwin M. Lines, Ralph M. Wight, James E. Graham, Leslie J. Latham, John Goodwin, Insert, Frank W. Smith

provements which marks the activity at all Bird & Son mills.

The printing unit, which was completed late in 1925, has now been in operation on full production for over a year. It was found necessary to install a new finishing table, which has also been in full production since its installation.

Quality has been stressed at the mill, as always. Developments which have contributed to maintaining this standard include improvements in the machines for applying the wax back, and in the paint used for undercoating.

In the printing department the speed of all the machines has been increased, which, in turn, has meant a reduction in production costs. Remarkable progress has been made in the art of cutting print blocks which has helped towards a better quality product.

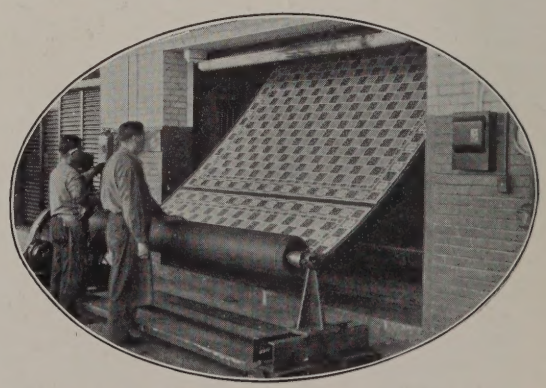
The laboratory development has been unusually successful. Substantial improvements have been made in our regular products. A patent has been issued for a new type of paint, which has been in successful use during the year.

The art department is occupying new quarters. Among the outstanding achievements of this department has been the originating and development of the 18-inch border rug, which makes it possible for us to follow the style trend for plain center rugs. The designs for the 1927 season have been developed and are meeting with hearty approval.

In order to secure better fire protection at the Norwood plants, two important additions are being made. The first consists of a new 250,000 gallon concrete reservoir, built for storing water to be available at all times for use with the fire pump. This will augment the town water supply and furnish a secondary source of water in case the town supply should fail.

The second addition consists of a 100,000 gallon steel tank on a 75-foot tower, which is being erected on the hill west of the Floor Covering plant. The water in this tank will be available at all times as an emergency supply for the sprinkler system in both the Floor Covering and Building and Roofing mills. Both these additions will be ready about January 1.

Finally, to the mill supervision and foremen is due great credit for a substantial reduction in manufacturing costs. The productivity of each man in the plant has been increased by better planning and improved conditions. Much of this increased efficiency is the result of production studies, and the bringing of information to the foremen, through the Foremen's Club meetings.



Bird's Rugs coming out of the ovens

BOX DIVISION HAS VARIED BUT SUCCESSFUL YEAR

Automatic Shoe Carton Machines Set Up in Nineteen New Factories; Box Shop Breaks Record with 93, 750 Solid Fibre Cases in One Day

THE Box Division of Bird & Son, manufacturing solid fibre and corrugated shipping cases, tack and screw boxes, and flower pots, reports a varied but successful year, with record tonnages, development of new uses for shipping cases, an improved flower pot, and the installation of automatic machinery for setting up shoe cartons in customers' plants where the daily requirement is large enough to warrant.

Taking the solid fibre cases first, we find, in the report of C. H. Andrews, sales manager, that a record tonnage of solid fibre cases was made and sold during 1926, and that with the end of the year approaching, there is a substantial volume of orders on hand for the beginning of 1927.

Discussing the Corrugated situation, Mr. Andrews says, "At the end of 1925, the Bird Corrugated case completed its first year, and found itself established as a dependable New England product. In the face of closer inspection by the railroads and a growing demand for a corrugated container of high quality and strength, we have found the high test, smooth finish and rugged quality of the Bird Corrugated Case meets with a general approval that is most gratifying. A feature of this case is the special reinforced crease. This reinforcement at vital points of the case makes it particularly valuable for such work as the shipment of bread, making possible several round trip shipments for each case."

The Box Division Sales Office Force. Back row—left to right: Florence McDonald, Olga Zerba, Margaret Kelly, Anna Smith, Florence Duncan, Eleanor Morse, Eleanor Patinsky, Alice Clem, Mildred Saitz, Isabelle Faunce. Front row: James E. Hale, Dwight C. Colburn, Harold M. Doherty, Chester H. Andrews, John P. Dolan, Robert E. Turner.

Box Factory Executives and Foremen. Back row—left to right: John White, Harry L. Tower, Oliver J. Goodspeed, Clara L. Burke, Helen M. Johnson, Frank W. Welch, William S. Jackson, Edward J. Scanlon. Center row—Cornelius Gardner, Patrick McDonald, Samuel W. Gladding, Stephen W. Smith, James B. Maguire, Russell L. Tupper, Frank R. Meyer, David J. Heylin. Front row—Lawrence M. Doane, Leroy E. Fullerton, Arthur D. Colburn, Malcolm E. Mars.

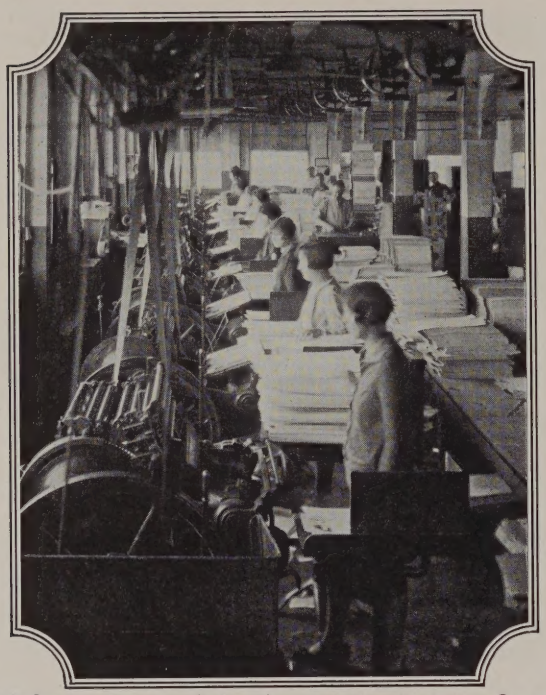
Development of new uses for both Solid Fibre and Corrugated in the writing paper and textile industries, now well under way, opens up a wide field, with tremendous possibilities for the future.

During the past year one man has devoted his entire time to the No. 2 Box Shop products, which include tack and screw boxes, shoe cartons, and flower pots.

The use of automatic machinery for the setting up of shoe cartons in customers' plants opened up new possibilities for supplying some of the larger factories, for whom the hand machines might not have proved practical. New installations of automatic and hand machines have been made in the 19 new factories up to December 1.

A change was made this year in the paper used for Neponset Flower pots, which has resulted in a greatly improved pot. Actual tests have proved this new pot very satisfactory for growing as well as shipping, and with an increase in advertising and in sales effort a material increase in the use of the Bird Improved Neponset Flower Pot is expected in 1927.

"In view of all these things," says Mr. Andrews, "we feel that 1926 has been a year of decided



This battery of presses is kept busy printing Bird Shoe Cartons

progress, and we are looking forward to a bigger and better 1927."

S. W. Smith, superintendent of the East Walpole Mills, giving the manufacturing viewpoint, also points to the continuous gain of the solid fibre case production.

In nine months, the Box Shop had produced about 2,000 tons more solid fibre than in the same period in 1925, an increase of 10 per cent. No new equipment has been added this year, and during the latter part of the year the overtime which was formerly considered necessary has been practically eliminated on all the machines except the combiner. This machine will probably be speeded up early in 1927.

Not only does the tonnage figure in solid fibre cases show an increase, but also the number of cases, which shows an increase of over 17 per cent.

High records for daily tonnage have been met and passed several times in 1926. The last record day on the books at the time this is written was November 24, when the previous daily record of 151.5 tons went by the board, to be supplanted by the new high mark of 185.2 tons. The number of cases produced was 93,750, or 8,000 more cases than had ever been produced in a day before.

The Corrugated department has made great strides during the last year. A number of new machines were added, bringing the equipment up to a point where practically every item in the corrugated line can be handled efficiently. Production on the machines has increased over last year.

The high production on No. 2 and No. 5 paper machines during the past year has certainly been appreciated in the Box division, for without this record production the various departments would not have been able to meet the high demands upon them. There were no shut-downs for lack of paper, in spite of the fact that the box departments used more than ever before.

No. 2 Box Shop has been through a revival of the Shoe Carton business. The style in this product is changing to a more elaborate carton, calling for two or three colors. Many new customers have been taken on. There has been considerable expense in changing over the dies and equipment to develop the new carton. Most of this preliminary work has now been accomplished, new equipment is on order, and next year this department should be well prepared to take care of all new business.

MANY CHANGES AT EAST WALPOLE PAPER MILLS

Electrification of No. 1 Beater Room Completed; Many More Improvements

E. H. Bartlett Gives Interesting Views on New Products

AS a result of the attempt to cope in some measure with the increasing demand within the mill for paper mill products, 1926 has witnessed many mechanical improvements on machinery, which, with the working together of all concerned, has brought about a considerable increase in production.

This increase applies to the paper which we ourselves use, in the making of Solid Fibre and Corrugated shipping cases, shoe carton liners, etc. On one machine the average daily production has increased from 94.2 tons in 1925 to 100 tons in 1926. The record production for a single day jumped from 111 to 116 tons.

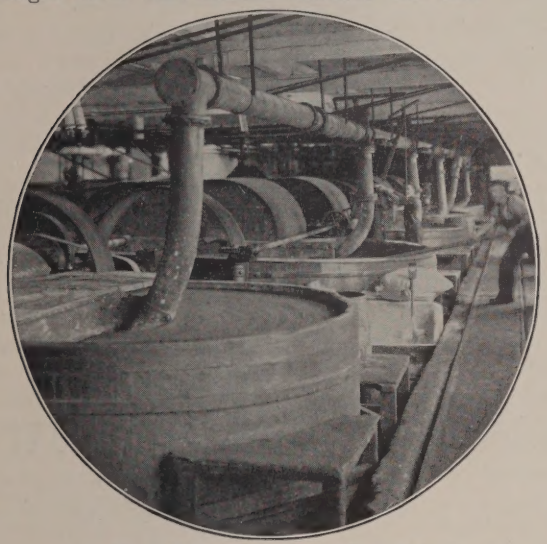
E. H. Bartlett, sales manager for the Special Papers division, always has something interesting to write. Speaking of the search for new products in the Special Papers line, he says:

"I cannot recall any time during the many years of my association with this department that so much time, thought and research work have been given over to the problem of obtaining a new product.

"We have an equipment for certain special

papers and boards that is unsurpassed. No one has more improvements over or beyond our own. It is surprising to find what Tom fool things are brought up or out in special papers that are of absolutely no importance and not at all necessary to accomplish the proper use of the material in question, and still you will find even reputable converters of paper specialties who will swallow 'bait, hook and line' when one of these so-called improvements is advertised. Trade prejudices are hard to overcome and many times work against a sane and safe saving that in the long run would mean thousands of dollars in the general till.

We are still in the game and there we propose to stay until our research and surveys produce our full capacity and appease our thirst and hunger for a real ethical business increase."



No. 1 Beater Room, recently motorized

Coming back to a review of the mill, under S. W. Smith, mill superintendent, we find many improvements recorded.

Early in the year work was started on the electrification of the No. 1 beater room. An addition was built to house eight Jordans, a type of engine for refining paper stock. The seven beaters were then equipped with individual electric motors.

Until a short time ago the mill water supply was furnished by five separate pumps located in various parts of the mill. These have now been displaced by a new central pumping system, consisting of three centrifugal pumps capable of handling 2500 gallons per minute.

This system saves considerable power, furnishes cleaner water, and warms it for use in the mill.

Many intricate changes were necessary in adding a new transformer at the transformer house. The enlarged capacity thus obtained will allow us to use additional electric power from the Edison Company.

Executives and Foremen at the Main Mill, East Walpole. Back row—left to right: Otto T. Ross, George Towle, William F. Geary, John E. Curran, Arthur A. Smith, John J. Burke. Front row: James Smith, Victor Burrell, Carl Schaier, Stephen W. Smith, Ralph A. Wilkins, Marshall B. Lee, John H. Maguire.

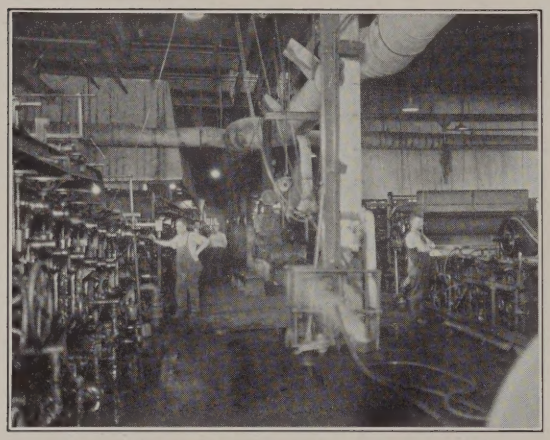
New fire protective sprinkler systems have been installed in two of the stock sheds.

Changes and additions have been made to the driving equipment of No. 2 paper machine.

Work has been started on the extension to No. 2 machine room. This will provide additional space at the end of the room so that the paper machine can be extended. A new roll storage room will be constructed in connection with the machine room extension which will be used for storage of rolls from the machine.

This job is particularly difficult as practically all work is over the river and presents unusual problems in securing satisfaccory foundations. After this building is finished a new roadway into the mill yard will be built.

Executives and Foremen at the Phillipsdale Mill. Back row—left to right: William Livingston, Charles Cyranock, George Hawley, George Inman, Henry Phelps, William Banks. Seated: A. Herbert Chamberlain, Rexford Salisbury, Thomas G. Henderson, Irving C. Eaton, David S. Lowry. On sick leave, Jack Hammerli.



Two of the giant paper machines, Nos. 4 and 5

The extension to No. 2 will be brick, steel and concrete and will be of the same style of architecture as the new storage and maintenance building.

The quality of the pressboard produced at the finishing mill has been improved by the addition of two new sets of polishing rolls.

Another glance at records broken during the year shows us that in October the unloading department handled 4500 tons of raw stock, or an average of 12 cars a day.

In general, the paper mills report an increase in savings, many improvements besides those already mentioned, the starting of a new and more efficient inspection system, and a growing production of improved paper.

The Phillipsdale, R. I., mill, under the direction of Superintendent T. G. Henderson reports that they have run at full capacity. At the beginning of 1926 the stock was at a maximum. Towards the end of the year the storehouse was empty, and it was necessary to make frequent changes on the machine so as to meet requirements. The demand for felt from the Norwood plants increased at such a rapid rate that it was necessary to secure increased capacity.

During the year five new driers were added to the machine. Several driers, the calenders and the presses were equipped with Vickery doctors. The old paper beater has been replaced by a new Diltz continuous beater. Additional space for the storage of felt was secured by removing columns from the storehouse.

Extensive changes were made in the waste water system, the save-alls being changed, so as to control all water going to waste, thereby increasing the amount of white water used, with very substantial savings in the use of fresh water and in shrink of raw materials.

A new feed-water heater was installed in the boiler room, new washstands provided for the maintenance department and a new 12-stall auto shed built for the employees' cars.

Methods of loading felt were improved, thereby cutting down the amount of damaged felt to a great extent.

GENERAL MANUFACTURING STAFFS REFLECT GROWTH

Paper Mill Laboratory Moves to New Quarters; New Building Going Up At Main Mill; Traffic Reports Record Shipments

POINTING out that the manufacturing departments have enjoyed an ideal combination of circumstances, which has given everyone interesting problems to occupy his thoughts and energies, S. B. Montgomery, assistant manufacturing manager, summarizes the year's accomplishments from the manufacturing point of view.

"Each year for some time past we have had a sure, steady growth in business, which has broadened our opportunities and increased the breadth of our activities," he says.

"There have been problems in developing new products, expanding departments, and creating new ones, erecting new buildings, and extending present mechanical facilities."

This growth in business is shown by figures

The Manufacturing Office Staff. Back row—left to right: Miriam L. Leary, Ruth Koch, Welthea M. Smith, Dagmar C. Peterson, Front row: Philip N. Hills, Spencer B. Montgomery. Kenneth Rouillard.

Staff of the Engineering Department, East Walpole. Back row—left to right: John H. Smith, Andrew C. Urquhart, John R. Burhoe, Eugene R. Dennett, Frederick B. Duncan, Dennis J. Cullinane, Frank Whitehead, Thomas Graney, Maurice Tarr, Frank W. Fisher. Front row: Edward Boulter, Harold Mc Neeley, Marshall H. Grant, Samuel H. Kay, Charles W. Conrad, Paul A. Guttormsen, Joseph A. Sheehan, John Maitland, Homer Bowers.

compiled by the planning department. In 1921, from our East Walpole, Norwood and Phillipsdale plants we shipped 117,000 tons of material. By the end of 1926 we shall have shipped over 170,000 tons, or an increase of 45 per cent over a period of five years. This year has shown an increase in tonnage of 13 per cent over 1925, and each division, in turn, has shown more than the average increase of the last five years.

The various laboratories have kept pace with this growth. E. L. Connolly, chief chemist, reports that the central laboratory will soon be installed in its new quarters, which will be among the best equipped of any paper research laboratory in this part of the country.

It has been found necessary to expand the local laboratories each year, so as to meet increasing demands made on them, in control of products, testing of materials and development of new products and processes.

There have been many physical changes in the Bird & Son plants during the past year. Most of these have been mentioned in the divisional stories, but the outstanding improvement may be seen in the Mill Office Yard at East Walpole.

C. W. Conrad, plant engineer, has been in charge of constructing a new four-story brick fireproof building which is now nearing completion. The old storehouse which housed raw and finished material for the No. 2 Box Shop has been razed to make room for this new building. On its completion, the present machine shop, and the building housing the millwright department, draughting room, laboratory and stores, will both be demolished.

The new building is 256 feet long and 72 feet wide. The first floor will be used for all of the maintenance department, maintenance stores, and waste water pumping equipment. The second floor provides quarters for the laboratory, museum, felt storage, roll storage, and storage for No. 2 Box Shop finished products. The third floor is to be used for finished products, pattern storage, and draughting room. The fourth floor will be used for finished storage, and is available for future manufacturing space.

Turning to the Purchasing and Traffic departments, under A. H. Russell, we find that even with the increased sales of the past year these departments have continued to furnish the manufacturing divisions with materials when wanted, and the sales offices with uniformly good service in the delivery of finished products.

The Traffic department has carried on with the Purchasing. In so doing the car record of

The Purchasing and Traffic Department force. Back row—left to right: Margaret R. Poff, Margaret Corcoran, Mary E. Hickey, Louise McFarland, Robina Urquhart, Catherine Dowdie. Front row: William F. Murphy, Benjamin R. Taylor, Allen H. Russell, Michael J. Hawkins, Theodore B. Maddern. Insert: John S. Robertson.

The Bird & Son Laboratory Staffs. Back row—left to right: John Patinsky, Chas. T. O'Connor, Harry N. Mann, Warren Kumblad, Jeremiah Coughlin, Maude E. Kaler, Herbert L. Thompson, Earle C. Davis, James R. Hanley, Milton C. Beasley. Front row: Clarence C. Tileston, John Slattery, A. Herbert Chamberlain, James F. Maguire, Eugene L. Connolly, Donald B. Kimball, James E. Graham, Leander Hills, Algot Johnson.

Bird & Son's career has been shattered, over 22,000 carloads, including in-bound materials and out-bound finished goods, being the total for our local plants, including Phillipsdale.

This places us as the second largest shippers on the New Haven Railroad for total cars handled, and probably establishes us as the leading shippers, from the standpoint of total revenue paid to the railroad.

"We are entering the new year confident that we will continue to satisfy the manufacturing and sales departments by the selection of quality supplies and dependable transportation," says Mr. Russell, in closing.

In summing up the whole story of manufacturing, Mr. Montgomery says that "in addition to these evidences of physical growth, we are pleased to feel that there has been a corresponding development in the morale and well-being of our people. We have enjoyed steady employment.

"We have certain definite ideals which we hope will carry us on to further growth and prosperity. It is our aim to make Bird & Son's plants good places in which to work; to provide ample work for all of our fellow-workers as many days as possible each year; to increase their productive powers by labor-saving devices, and in steady operation of machines at increasing speeds, in proper planning and providing proper equipment.

"We have always made products having high quality and real utility. Each of us can feel that he has done his part in producing something of value to the country."

GENERAL OFFICE STAFFS REVIEW THE YEAR

H. H. Miller Speaks on Credits; "Biggest Job to Keep Going" says D. A. Chase; R. C. Floyd Declares Optimism for 1927 Well Justified

IN such an organization as this, there are certain administrative officers, whose work and duties bring them in contact with several and sometimes all departments. No summary of the year's progress would be complete without their reports.

Herbert H. Miller, secretary and treasurer of the company, opens his report by saying that the customary duties relative to the Treasury department have been carried on as usual.

Under Mr. Miller comes the work of the Credit department. The men in this department must, at all times, be qualified to sell credits just as much as a salesman sells our products, Mr. Miller points out.

"When a customer experiences difficulty in making satisfactory collections," he says, "failing to work with a credit department, he forgets in so doing that he is losing an opportunity of obtaining needed assistance, as, of course, it is only through a co-operative spirit, not resting entirely with the manufacturer, that the situation may be

worked out to the mutual benefit and satisfaction of all concerned."

"In other words, if the customer will meet on open ground with the concern, and talk his problems over with the credit division, he will find a way by which both may work together to their mutual satisfaction."

The Service department, has continued to render careful and conscientious work, giving valuable service to all the other departments of the business.

"The biggest job of Bird & Son, and, indeed, of any industry, is to 'keep going'," says D. A. Chase, assistant to the President. "There is a tremendous responsibility on the shoulders of any management to maintain the steady payrolls of all employees. (Bird & Son pays $3,500.000 annually to its fellow-workers.) By such payrolls, the homes, schools, churches and all our other activities are maintained

"Bird & Son, inc., has succeeded during 1926 in bringing a fair share of industry to its com-

General Office Executives and Staff. Back row: May Gardner, Mrs. Ernestine S. Campbell. Front row: Willard E. Hicks, Elmer H. Bartlett, Richard C. Floyd, Herbert G. Johnson.

munities. More than that, it has produced worthwhile goods that will give service and increase our good name.

"It takes the combined efforts and interest of many people to 'keep going'," says Mr. Chase in closing. "These efforts seem wonderfully welded in our institution to give strength for the part we play in our country's business."

In reviewing the year, R. C. Floyd, assistant to the Vice-President, says, "Nineteen twenty-six is past and is of little interest to us except in so far as we may learn by its mistakes and continue to profit by its successes. Nineteen twenty-seven is now of much more importance to us.

"Never has Bird & Son been more justified in looking at the approach of a new year with well-founded optimism than at the present time, nor

Heads of departments in the Accounting Division. Back row—left to right: Stewart Keith, Ernest H. Coleman, Eben E. Johnson, James J. Dowling. Center row: Arthur V Wilson, Arthur W. Mellin, Frank H. Vietze, Margaret Downing, Helen Walsh, Wesley A. Beaulieu, Patrick F. Rogers, Howard S. Whitney. Front row: Everett E. Gillis, Roy M. Springer, Axel H. Aanderson, Louis E. Tarr, Wesley C. Ahlgren.

have we ever been so well equipped in comparison to our competitors to face whatever 1927 may bring forth. I make these statements for the following reasons, which apply to all our sales divisions:

"First, our old products are today better and more favorably known than ever before, and along with these we have added many new ones, thus giving us a variety second to none. Second, the quality in all our lines, a feature of which we have always had reason to be proud, is today at a higher peak than ever before. Third, our prices are well in line with value given.

"Fourth, we are in a position to render excellent service, both inside and out—trained,

The Treasury and Credit Departments. Back row—left to right: David A. Fiske, Gladys Duncan, Gladys Kady, Winifred Rhind, Florence E. Holmes, Mrs. Irene Rivera, Anna M. Roundy, Frederick J. Spang. Front row: Frank A. Johnson, Herbert H. Miller, Dimon E. Merrill, Henri E. Davenport.

experienced and efficient, and yet constantly being strengthened.

"Variety—Quality—Price—Service—Organization!

"And last, but not least, is the 'Bird & Son spirit', which does not know defeat."

In his position as auditor, Axel H. Anderson has control of all the various accounting divisions, whose work keeps us informed as to our condition, financial and otherwise, at all times.

Mr. Anderson reports a growing efficiency in these departments, and points, as an instance, to the valuable work of the Cost department, which has enabled us to study our production methods with greater ease, and with valuable results.

MANY EMPLOYEE ACTIVITIES AT BIRD & SON

Hospitals Give Service; Accidents Reduced; $1,000,000 in Insurance; Credit Union Growing; Home Building Active; Athletics Succesful

NO member of Bird & Son's family can help but feel proud of this year's record. No particular division or plant can be pointed out as being responsible for the excellent showing, but better still, every department and every individual, by working together, is entitled to its share of credit.

Again this year, as in the past, all our plants have enjoyed continuous operation. Some plants have run every working day during the year, a remarkable record as compared with that of many other industries in similar lines to ours, and with conditions generally. This has meant steady employment for all fellow-workers.

Those who work in the Triangle Building. Back row—left to right: Theodore L. Southack, Jr., Donald A. Chase, Benjamin D. Rogers, Harold E. Fuller, Albert W. Smith. Front row: Mrs. Myrtle Mayshaw, Mrs. Helen Randall, Annette S. Blaney, Anna M. Mahoney, Ruth E. Arel, Mary L. Conton.

These facts, coupled with the continued payment of good wages, the good working conditions which exist in all our plants, good fellowship, and the pride that everyone takes in his particular job, makes, as we hear so often, "Bird & Son a good place to work." This is evidenced by our labor turnover, which shows a slight reduction to an average of two and one half per cent per month or thirty per cent for the year.

At the present time there are approximately 1900 working in our plants and offices, a slight gain over last year, and nearly double the number of twelve years ago.

B. D. Rogers Labor Bureau Manager, states that a review of the many and varied employee activities must necessarily touch on each one briefly.

One of the first things that comes to mind is the work of the emergency hospitals. Not only do these places act as first aid stations for the treatment of injured workers, but they also fulfil a much larger and more necessary function in caring for and giving advice and help on the continued good health of all our people.

This year will record approximately ten thousand calls at our different hospitals. Most everyone is appreciating the fact that an early visit and prompt treatment from the doctors or nurses guards against infection from the minor injuries and helps in checking colds, grippe and the many other ills that might develop into something more serious if not taken in time.

The safety work is carried on throughout our plants by our regular inspections and the work of our various plant committees. A concerted drive against accidents has resulted in a reduction in lost-time injuries of from 160 for the first eleven months of 1925 to 90 for a similar period this year.

As a part of the "we help you if you help yourself" policy an Employees' Mutual Benefit Association is maintained. Small monthly payments by fellow-workers are duplicated, plus a little more, by the company, bringing to the members free doctor's services, a weekly payment if he is out sick or injured, and a life-insurance policy starting at $200.00 and increasing to $1,000.00 after four years' payments.

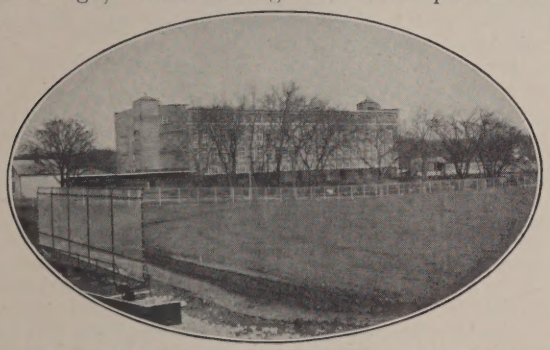
That this opportunity is appreciated is vouched

for by the fact that the percentage of membership in the various plants is between 92 and 97%, with several departments belonging 100%.

There is in force through the Bird & Son, inc. Employees Mutual Benefit Association, insurance amounting to well over one million dollars. During the past year the Association has paid over forty thousand dollars for its members as follows: sick benefits, $19,150.00; insurance, $16,729.00; physician's fees, $4,182.00.

The Neponset Credit Union is maintained to provide an opportunity for fellow-workers to form the habit of saving, and to see that employees who wish to borrow money for a worthy purpose may do so safely, and at the payment of a low rate of interest.

It was organized eleven years ago and has shown a steady, healthy growth. The membership today is 917, nearly double the number five years ago, while during the same period the



A partial view of the new Athletic Field, East Walpole

assets and total savings has increased over 115%.

The volume of business for the past year was $185,487.00. It is a regularly incorporated bank operating under the laws of Massachusetts and supervised by the Bank Commissioner. The officers and directors are all Bird & Son, inc. workers and are elected annually by the members.

The Credit Union idea was originated to defeat the loan shark. This it has successfully done. Today many are concerned about the extent of installment buying. By mortgaging their wages in advance many workers are burdening themselves with unwise obligations which they must meet. Today installment selling in some cases is offsetting the value of high wages by tying up so much of the workers' wages that there is not enough left for ordinary living expenses.

Through regular deposits the Credit Union has encouraged the discipline of thrift. It has demonstrated the value of the habit of *installment saving* instead of installment spending.

Also, to further the development of thrift, fellow-workers can deposit any part of their regular wages in any one of several local co-operative banks. There is now deducted from pay, or received from employees approximately $4,000.00 each month for deposit in these banks.

Investigating Committee of the Employees' Mutual Benefit Association. Back row—left to right: Edward J. Geraghty, John J. Burke, Mrs. Helen Randall, Frank Whitehead. Front row: John J. Linnehan, Marshall H. Grant, James B. Maguire, Dennis J. Cullinane. Insert, Lyman Small.

This represents about 275 accounts and is at least double the amount collected five years ago.

A well-stocked library is maintained for the use of fellow-workers, containing many technical works and reference volumes, which are the property of the company, as well as up-to-date fiction and non-fiction, furnished by the Walpole Public Library, of which our library is a branch.

Between eleven and twelve thousand volumes a year are circulated.

The Walpole Home Building Company, an organization separate from Bird & Son, but having Bird & Son members on its Board of Directors, offers worth-while services to workers at the Norwood and East Walpole Plants.

The company gives every service to the worker who desires to build a home. Plans, advice and

(Continued on Page 19)

Directors of the Neponset Credit Union. Back row—left to right: Charles D. Savage, George E. Smith. Center row: Benjamin D. Rogers, Leo R. Bernier, John J. White, Axel H. Anderson, Dennis J. Cullinane. Front row: Albert W. Smith, treasurer; Benjamin R. Taylor, clerk; Andrew C. Urquhart, president, John H. Smith, Herbert H. Miller.

Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

While the "Big League" bowlers were slamming 'em down the alleys during the month, two teams from the office met at the Norwood Civic Alleys for a battle royal. The male help in RC challenged the gentlemen working in the Triangle building, with the quite natural outcome of defeat for the bookkeepers. Behind which necessarily brief comment, hangs a long, sad, story, mates.

We were very sorry to hear of the death of Miss Keliher's father recently.

Howard Mann of AM claims that this is a "ruthless" world. However, after a week-end in Roslindale, he doesn't feel so bad about it.

The engagement of Grace Broadley, AS, and Stanley Crowhurst has been announced.

The many friends of Mr. and Mrs. H. W. Dixon, both former employees of Bird & Son, will be interested to learn of the arrival of a baby boy, Richard, at the New England Hospital, December 2.

Mrs. Brown has recently returned to her home in Walpole, where she is convalescing after her recent operation. Her popularity among her friends was made very evident by the many beautiful flowers and boxes of candy which she received. Her associates are looking forward to her early return.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

As an auto mechanic John Curran makes a very good cook. When John wants lights on his car he sends for Harry Clinton to turn on the switch. Instead of a pressure cooker, John had better get a pressure lighting system.

We congratulate Mike Burke, who became the father of a baby girl, December 14.

Anton Blazir is planning to take his vacation just before Christmas, when he will kill off his pigs. We could find room for some nice pork or bacon, Anton.

Johnny Burke is showing signs of becoming a champ whist player. He is starting easily, though, so as not to discourage the crowd. He captured a couple of onions at a card party a short time ago.

Steve Smith has installed a pressure cooker at the cottage at Swift's Beach.

Frank Whitehead is taking up interior decorating as a side line.

Joe Keefe is driving the new tractor at DVX1.

Walter Alders is now the proud possessor of an Essex coach.

It is rumored that John Neal is taking wrestling lessons. He expects to be in the pink of condition by spring.

John Moylan of No. 3 machine has given his dog, Fritz, to James Clark, who is going to give him a quiet home on his farm in Sharon.

Jack Smith showed the boys that he could sprint one day recently when a switch-box cover blew off in DMB. No such fast foot-work has been seen since the day Harry Wentworth and John Counhway had their dash.

James Maroney, our popular watchman, is the proud daddy of a baby girl, born December 4.

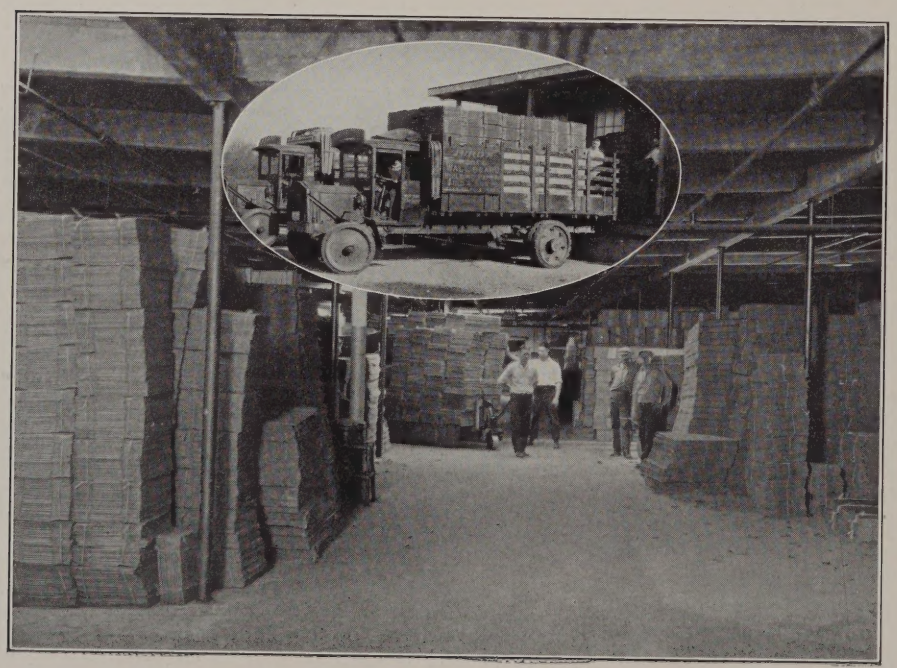
Lawrence Balduf has returned to DMB after doing police duty in the mill office yard, where the new building is under construction.

After years of faithful service, and still going strong, Mike McDonough's Briscoe met an untimely fate recently, when it was destroyed in a fire which wiped out one section of the auto shed. Thus is written the last chapter of a long, sad story. Mike's only comment was, "It did all I asked it to do for me, and died as hard as it had lived, with its shoes on."

Now Mike is at the wheel of a new Pontiac Six.

Jim Houlihan has given up the idea of raising police dogs and is vainly searching for a thoroughbred Boston Terrier.

Herb Schaier must have thought William Geary was in the bakery business when he handed him a supply of baking soda which produced paste that looked more like a batch of



A section of the Box Shop shipping department, and a truck being loaded with completed cases

bread. Ralph Wilkins was half tempted to order three dozen baking tins so as to complete the process.

When one person accidentally bumps into another the phrases "excuse me" and "pardon me" are out of date. To be in style you must say "much obliged" according to J. A. Sheehan and E. L. Connolly.

Hub Thompson is becoming tired of the Massachusetts atmosphere and is planning to try the woods of Maine.

Personally conducted auto tours can easily be arranged for any evening except Sunday by communicating with John Slattery of PL.—Adv.

Engineering

John Maitland *John Burhoe*
John Bache *Joseph Sheehan*

Correction: The man shown in the last *Review* holding the 7-pound beet should have been given as Vencent Meomartino. Vencent goes under the nickname of "Jimmy," so we got him mixed with someone else.—The Editor.

We were very sorry to hear of the death of Eugene Dennett's mother recently, and extend him all our sympathies.

John Graney has turned in his car, evidently preparing for a quiet winter.

We welcome Sigurd R. Anderson, the new machinist's helper in EMM.

The members of EF enjoyed a very pleasant evening December 10. It was "EF night" in Boston and the members of the draughting room threw aside all restraint. They even crossed the streets when the traffic officer wasn't looking. They enjoyed a fine dinner at the Boston Oyster House, where they know how to serve 'em. Schaier didn't seem to take to oysters raw. Just couldn't make 'em slip down. Des Jardins and Bartlett just stowed 'em away. Timmins used discretion and ate sparingly. After the dinner the crowd went to see "Queen High," and all voted it a good show. Everyone kept his eyes glued to the stage, Sam Kay bringing along a two-foot spy glass.

Herbert Hinson has been transferred from EMM to EMW.

William Riordan is a new member in EMW.

Herbert Stott has been added to the force at SM, and Henry Delaney, who was with Roy Springer last summer is now substituting there. Welcome to both of them.

Congratulations to Mr. and Mrs. Frank Whitehead, who recently celebrated their twenty-fifth wedding anniversary, December 4, at the Wednesday Club. Everyone enjoyed the good time, and joined, as we do, in wishing Frank and his wife many more years of happiness.

Everett Rockwood of EMW is now located at Pleasant Street, Norwood, having moved there from South Walpole.

Gunnar Gottberg is now the father of a bouncing baby boy. Congratulations, Gunnar!

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

We are glad to see Jack Hammerli and Frank Reed back with us again. Both were out sick for about a month but are feeling better now.

Joseph Moura announces the arrival of Joseph Moura, Jr., at his home this last month. Congratulations!

Someone told us that a good Christmas suggestion for Tixy Billings would be a collar for a pet collie. We don't know whether this is supposed to be for Tixy or if he really has a dog.

Lloyd Allen started out in his chariot for some place in Connecticut a few Saturdays ago but only got as far as Natick when three or four cylinders dropped out. He got it started again, however, and drove back home, treating Providence to a real war-time smoke screen.

We have lately received and installed three 48" I. L. G. ventilating fans on the roof of our machine room. These help considerably in getting the condensation out of the room. For a while it looked as though we would have to equip the men on the machine with foghorns.

The girls who work in No. 2 Box Shop

BOX FACTORIES
East Walpole, Mass.

Malcolm R. Mars *Earl H. Hansen*
Albert H. Hammond *Will A. Evans*
George L. Holland *Charles S. Mutch*
Florence H. Slaney *Mary Driscoll*

John White and Pat McDonald are the proud owners of new Buick sixes.

On Tuesday, November 30, the girls in FXK tendered a miscellaneous shower to Mary O'Malley at her home on Washington Street. Henrietta Florest gave an exhibition Charleston dance, and Mollie Killion did some Irish stepping. Mary is now Mrs. Andrew Kelley.

Helvi Lehtonen sang in a show given by the Finnish Dramatic Club in New York City, over the Thanksgiving holidays.

DeViney of FX1 is preparing for his daily hikes to and from Westwood by making a pair of snowshoes during his noon hours.

O'Donnell, FX1 finisher, is very much on the fence. He doesn't know whether to buy a horse and buggy or a Ford coupe. He has had several trials of each lately.

White and Watson of FX1 office are looking for some one to pay their board bills, now that the football season is over. For further information, see Mal Mars.

Peter Neilson had the pleasure of attending the golden wedding anniversary of his parents on December 10.

BUILDING AND ROOFING MILLS AND OFFICES
Norwood, Mass., Mill

Harry Dresser *Howard F. Everett*
Charles J. Watson *Lester M. Pratt*

Michael Mohan reports to Dedham Court this month—but it is for jury duty.

Walter Cyr has tried to run his Ford without gas recently. No go, Walter, no go.

"Admiral" Driscoll is back on the job again and looks fitter than ever. Put on a little weight, but he carries it well. He had a great time at the Norwood Hospital, and has invited everyone there up here, to go for a sail, next summer. Joking aside, we're glad to see you back, Dinny.

We are thinking of starting a one-ring circus with Gus, the blacksmith, as the whole show. It is certainly funny to see him mimic the way Pat Tracy could kick, and can kick. They are a great pair.

Johnny Mattson has been forced to raise another "a la Chaplin." A casting broke and the set screw struck him right smack under the nose. The white plaster looked funny, and King Tut offered to paint it black.

John White would like to know who has been monkeying with the bubbler at No. 7 machine. The darned thing went off and hit John a clip in the ear. Too bad a fellow can't get a drink of water without getting a ducking.

The new reservoirs at FB would have made a dandy swimming pool, but someone had to go and put a concrete cover over it.

Chicago Mill and Office

William W. Wilson *Benjamin H. Roberts*
Mrs. G. Prairie

It is good to see Miss Lyndon back at her desk after her recent illness.

Mrs. Andres, our telephone operator, may be seen at the wheel of her new Buick brougham these days.

Edith Johnson, who has recently joined our Accounting Department, is a twin sister to Frances Johnson of our Stenographic department.

Miss Moore's father is confined to his home as the result of an auto accident.

Mr. Hird attended the Army-Navy game with Joseph Binford, our dealer of Crawfordsville, Indiana.

Harry Brandau, of our Traffic department, attended a meeting of the Traffic Division of the Asphalt Roofing Association in Washington this month.

F. D. Martin was in from his Kansas territory last week.

We wish to announce that O. F. Griffin is to take over the northern Iowa territory formerly covered by D. H. Higgins.

The son of A. Alexander, who handles our surfacing materials, was struck by an auto and had both legs broken last week.

November tonnage ran 28% greater than for the same month last year.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

Norwood, Mass. Plant

Frank Smith has graduated from a Chev. to a Buick sedan.

Melvin White decided to pass up H. Ford's idea of an auto and try a Chev. after experiencing a broken crank shaft of the departed Lizzie.

Evan Astrom and Lloyd Smith have been transferred to FFN from FFR.

Roscoe Shorey has been transferred from FFR to FFG, along with Johnson, from FFD.

Avard L. Bird is a new fellow-worker in FFR. Welcome, Avard.

Hedley Phillips has been transferred across the road, from FFR to FFF, and Claude Smith has come down from the Roofing mill to join the gang at FFR.

Domestic science rule: To keep the gas bill down to a minimum, and also prevent loss of time during the week, always shut off the gas and put out the cat before leaving the house. Duffy please note.

Congratulations to Lawrence Angelo. The stork visited his house recently, and left a baby girl.

It isn't every man who has two separate trades and uses them, but Mike Benkewicz of FFC makes mattresses, and good ones, too.

We are all very glad to see Joe LeBlanc back at work at FFC.

Miss Katherine S. Lynch, of Stoughton, and Albert V. Duffy, FFF, were married on Thanksgiving Day at Stoughton. Mr. and Mrs. Duffy will reside at 230 Vernon street, Norwood.

CHICAGO OFFICE

B. I. Hindmarsh *Lillian Moe*

R. A. Kent, who has done a good job in southern Texas, will take over, after the first of the year, the north side territory in Chicago formerly covered by C. B. Miller. The latter has resigned to devote his entire time to a floor covering store of his own. He has the best wishes of the entire organization for success.

G. R. Groendyke, who has been working in the Dakotas, has been transferred to a Minnesota territory, and will work out of St. Paul in co-operation with C. E. Tyson and H. R. Smith. Although only in the Dakotas for a few weeks, Groendyke has proved that he can sell Neponset. In a recent communication Groendyke remarked as follows:

"A Bird in the Office is Worth Three on the Road."

The Office Birds agree.

The new "Scene In Action" display has been set up in the office lobby, and has created a lot of favorable comment. The effect of the magic carpet flying through the clouds is very realistic. It is planned to have one of these displays on a small scale for each salesman, who will route it among his various dealers.

Miss Gladys Kamin is now assisting Mr. Hindmarsh, and Miss J. Heaney has been added to the stenographic force.

These men run the huge machines that print Bird's Floor Covering and Rugs

NOTICE

E. M. B. A. Annual Meeting will be held Tuesday, January 11, at 8 p. m. in Lunch Room, No. 2 Box Shop, East Walpole.

(Continued From Page 15)

the more material matters of finance can all be arranged through the company. This year witnessed the building of more new homes than have been erected for some years.

The athletic activities come under the direction of the Labor Bureau, with each organization governing itself as to schedules, practice, election of officers, etc.

During the season just past the Bird & Son teams were well supported, and came out victorious in several fields.

The bowling team won the championship of the Walpole-Norwood Industrial League for 1925–26. We also had an inter-departmental league within the plants which was very successful. No. 1 Box Shop team won the championship. This year the same two leagues will be carried on.

The baseball team also captured the pennant of the Walpole-Norwood Industrial League, coming from a bad start of five losses at the beginning of the season, to win practically all the remaining games.

Last winter we ran our first basket ball team, which proved to be highly successful. The team won 11 out of 18 games. Another team is already in the field for this season.

More interest was shown during the past season in tennis than ever before. Men's singles and doubles tournaments were held, and, better than anything else there was a large number of young boys and girls who took up the game, using the courts every afternoon.

A system of prize awards for suggestions has been in force for years. We have had more suggestions submitted this year than ever before. For instance, in 1921 we had 393 suggestions submitted, of which 83 were accepted. So far in 1926 we have had 829 suggestions submitted, of which 249 have been accepted. An award of $5.00 is made for each accepted suggestion, with special awards for extra-valuable suggestions, and prizes given at the end of the year to the man with the most ideas accepted, best suggestion accepted, etc.

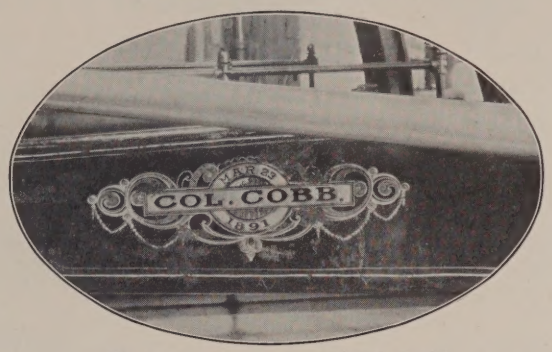
The Labor Bureau also offers to employees every assistance in procuring naturalization papers, and in other matters of legal and semi-legal nature. Through the company's connection with the Boston Better Business Bureau and similar organizations, any employee may secure information before investing his money in any business enterprise.

The Bird Club, an organization open to men at all the plants, offers the facilities of a large, well-equipped clubhouse and gymnasium. For several years now, including the present season, the Club has furnished frequent entertainments, in the form of banquets, lectures, dances, high class vaudeville specialty acts, and talks by club members. During the 1925–26 season and to date in the present season, entertainments of various natures have been provided.

All of those who have been with Bird & Son, inc. ten years or over are privileged to become members of the Old Timers' Club. The growing organization now numbers three hundred and forty-five members. Of about 1900 employees of the company seventy-eight have been with the company over 25 years. Three hundred and forty-five have been with the company more than ten years. Seven hundred and seventy-nine have been with the company five years or longer; which, in closing, seems to be full proof of harmonious relations.

In Tribute to "A" Engine

By Charles Sumner Bird



The name plate on the old "Col. Cobb"

OUR "A" steam engine is down permanently Not a breakdown! Far from it! She ran to the last minute as well as for the past 30 years.

I believe somewhat in luck and that is why I named this engine when installed March 23, 1891, "Colonel Cobb," in remembrance of my old friend, Charles K. Cobb of Chestnut Hill. Surely it has been a lucky name! This engine has run 24 hours each day for more than 30 years. On an 8-hour day basis this would mean more than 90 years of service. I do not believe that there is an engine in existence which has such a wonderful record.

Many times during the past few years I called on the old engineer, Herbert Taylor, who had charge of this engine room, and he always spoke of "Colonel Cobb" with reverence as he related to me how wonderfully the engine had run—often over-loaded and never complaining. I felt that he was speaking of a human being, in fact there were very few men for whom he had the affection that he showed for "Colonel Cobb."

She is down to make way for electricity—a more economical, but far less picturesque machine. I take off my hat to her as she goes to the junk heap.

BIRD'S NEPONSET REVIEW

Vol. XV HOLIDAY NUMBER 1926-27 No. 1

Published Monthly by the Employees of Bird & Son, inc. MILLS: East Walpole and Norwood, Mass.; Phillipsdale, R. I.; Chicago, Ill.; Hamilton, Ont.; Pont Rouge, Que., Can. SALES OFFICES: East Walpole; New York; Chicago; Hamilton, Ont.; Philadelphia; San Francisco; Atlanta; Paris

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Here's Wishing You!

THIS annual number of the *Review* has come to be something of an institution. Through it, as a medium, we attempt to tell the story of the year's progress of Bird & Son, inc., an organization with 131 years of quality-product making behind it.

From Mr. Bird's message at the start, to the final line of the news and notes of departments, there is something of interest for everyone who is in any way connected with the company.

Truly the story we attempt to tell is an inspiring one. Back of the report of this year, 1926, is the record of steady growth, of battles won and lost, of constant trying to maintain quality and fair value. Bird & Son is a healthy, prosperous industry, producing quality goods, and helping to support an ever growing family of fellow-workers.

We say all this with pardonable pride. The stories which you have already read will give ample support to the contention.

The *Review* is glad to be the recorder, the historian, the spokesman for such an institution as Bird & Son, and particularly at this Holiday Season.

This issue will be read by well over 20,000 people—fellow-workers, dealers, stockholders, and many others—from coast to coast, across the Atlantic, down to Australia, and elsewhere.

With true whole-heartedness the *Review* wishes for all of you true happiness and real prosperity, in this, the year's most joyous season.

ATHLETICS

Albert W. Smith

Basket Ball

THE Bird & Son basket ball team has started the season, having played three games to date, losing two by close scores, and the other by a score not quite so close. But the team is now rounding into shape, and should soon get into the winning column as last year's team did.

The following games are on the card for the coming few weeks: Tuesday, December 28, Rice, Barton and Fales, of Worcester, at Walpole Town Hall; Wednesday, January 5, West End Club of Boston, at Walpole Town Hall; Saturday, January 15, Crompton and Knowles, at Worcester; Saturday, January 22, West End Club, at Boston.

As an added inducement to attend the basket ball games, tickets are available at $1 each, which will admit the bearer to any four games on the schedule.

Bowling

The Bird & Son Bowling League is well under way. The team from No. 2 Box Shop is leading the league with 15 points won and 5 lost; No. 1 Box Shop is second with 11 won and 9 lost; Floor Covering is third with 10 won and 10 lost; and Building and Roofing last, with 4 won and 16 lost.

Program of Headliners Will Continue at Bird Club Nights

REAL "headliners" have been the feature at the Bird Club entertainments this season, and will continue to be, according to announcements from the committee.

On Friday evening, December 17, a goodly crowd of members gathered at the Club to hear End-Coach Bill Ormsby of the famous Brown University "Iron Man" football team, give a short talk. "Bill" was listened to with great interest.

The other half of the program was given over to Jack Howard, who gave an illustrated lecture on "The Call of the Outdoors."

The next entertainment will be at Bird Hall, on Tuesday evening, January 11, and will be preceded by a banquet in the Hall. The speaker of the evening will be Joe Mitchell Chapple, world traveler, author, and a man who has met many famous people. It is a very great privilege for us to be able to hear him.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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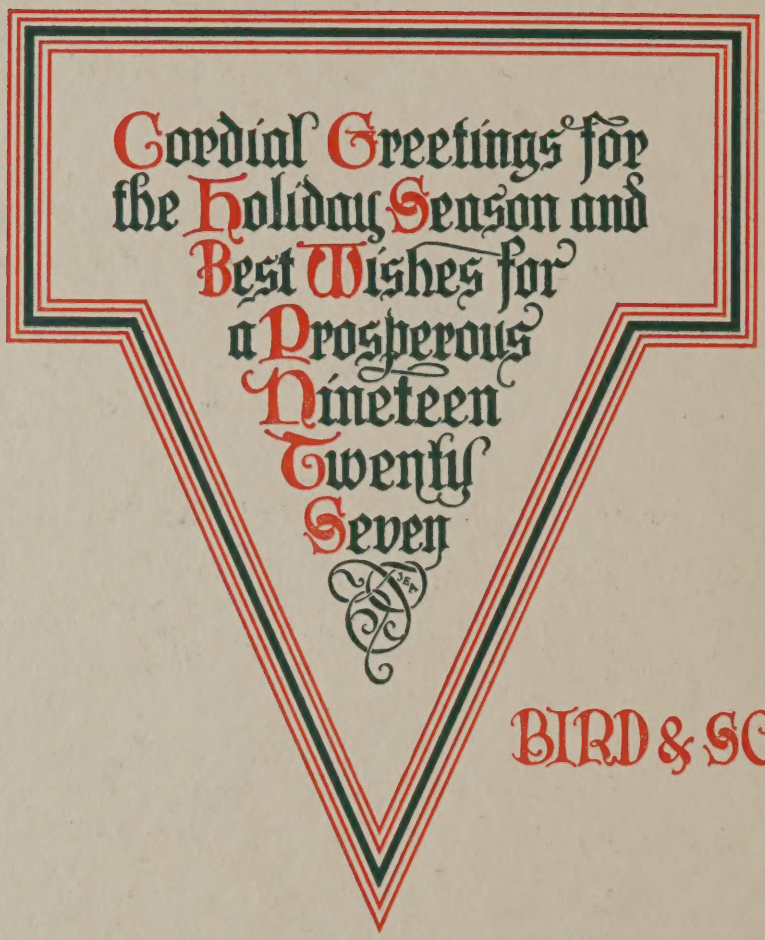
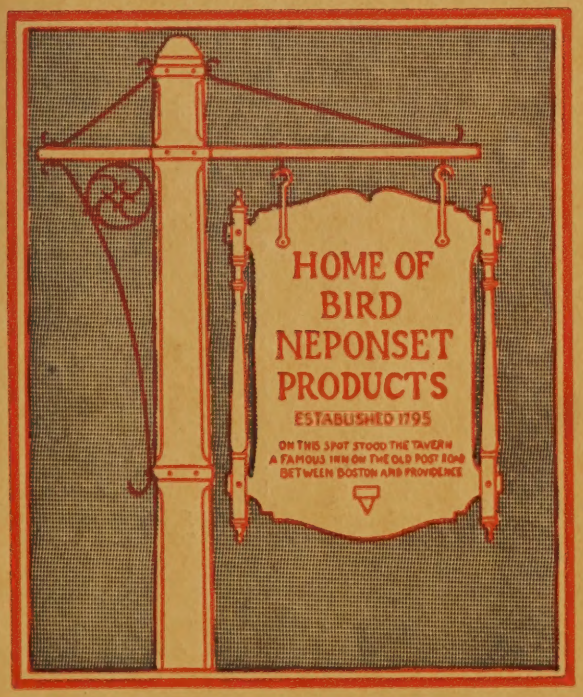
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**


Cordial Greetings for
the Holiday Season and
Best Wishes for
a Prosperous
Nineteen
Twenty
Seven

BIRD & SON, INC.

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



VOL. XV NO. 2 FEBRUARY 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, San Francisco, Minneapolis, Columbus

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Warehouses
Chicago, St. Paul, Dallas, Detroit, Houston, Indianapolis, St. Louis, Kansas City, Grand Rapids, Omaha, San Francisco, Los Angeles, Seattle, Salt Lake City, Brooklyn, Atlanta, Philadelphia, Cincinnati, Richmond, Tampa, Pittsburgh, Everett, Mass., Brockton, Mass., Minneapolis, Milwaukee.

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Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

Vol. XV *February 1927* No. 2

WHIRLWIND FINISH IN 1926 SUGGESTION CONTEST

Campanio and Wosner Tied for First Place; Ronci Wins "Best" Prize; Eight Special Awards; Record Number Submitted

WITH a regular "grand-stand" finish, the four place winners and special prize men swept under the wire last month, at the close of the 1926 heat of the annual Suggestion Race. Fourteen men placed for the awards.

This year's contest was in all respects a record breaker. There were more suggestions than ever before, both submitted and accepted. In point of interest, too, the race for the first three places in number accepted rivaled the sweepstakes of the automobile track.

But let's give the winners first, and talk about other details later. Prizes for the largest number of suggestions were distributed as follows:

Joseph Campanio, Finishing Mill and John Wosner, Building and Roofing, tied for the first place with 15 accepted suggestions apiece, each received $100.

Joseph S. Walker, trucking, Main Mill, second with 13 suggestions, received $50.

Louis Maida, No. 2 Box Shop, third with 10 suggestions, received $25.

Two awards were made for the best suggestions accepted during the year. Ercole Ronci of No. 1 Box Shop was awarded the first prize of $100 for his suggestion for wedges between the rolls on the wallboard machine. This scheme very cleverly worked out and entirely automatic, keep the rolls from touching the paper while splicing, thereby eliminating considerable waste and seconds.

John Costello of the Main Mill Stock Transfer was the recipient of the second prize of $50. John's suggestion involved a chain and sling for use in unloading cars of strawboard. By using this method cars can be unloaded in about half the time it formerly took and with much less strenuous effort.

Eight special prizes were distributed. The first of these was an additional award of $50 to Ronci for his suggestion on wedges as described above. John Costello also received an additional prize of $25 for his suggestion on the device for unloading cars, also described above.

Guy Hoyt, No. 2 Box Shop, was given $20 for his suggestion for a sheet iron plate over the tension rolls on one of the machines in the shoe carton department. This, in preventing breaks, saves both time and waste paper.

Winners in the 1926 Suggestion Contest. Left to right: Joseph Walker, John Wosner, Joseph Campanio and Louis Maida.

Twenty dollars was also awarded to Walter Sword, Paper Machines, for his suggestion on telltale for lining stuff nozzle. This also saves time and paper.

Special prizes of $10 were given to Raymond Call FBM, F. G. Christie DPM, Marco Michenzie FBP, and George E. Wood FFM.

During the year there were 897 suggestions submitted, of which 271 were accepted. This makes 1926 a record year for number of suggestions submitted and accepted.

But about this race. Things began to hum along about June, when the first accounting was made, showing about twenty contestants with more than two accepted ideas to their credit. August showed John Wosner out in front, but hard pressed by several others.

When things were checked up in September, Wonser was still in the lead, with nine suggestions, J. S. Walker was second with seven, and A. J. Hill third, with six. The next month showed Wosner still ahead with 11, J. S. Walker still second with 7, but a tie between Campanio and Hill for third place, with six apiece.

Then came a break. The November check-up showed Wosner still in the lead. But Campanio

Two more prize winners, Ercole Ronci and John Costello

had come from third to second place, Walker dropped to third, and Hill to a tie for fourth with Louis Maida.

The December meeting of the Committee mixed things up even more. Wosner and Walker were now tied for first place. Campanio held second, and Louis Maida was placing third.

This made the business of picking thewinners decidedly risky, for, as you have already read, the final standing was Campanio and Wosner tied for first, J. S. Walker second, and Louis Maida third.

And the principal moral of that little diversion is—don't give up the race!

The records for 1926 show many more "runners-up" than was the case in 1925. Nearly fifty men had more than three ideas accepted.

Those with six accepted suggestions were: Victor Grant FFP, A. J. Hill FFN, Helge Holter DPP, and Charles Mutch FXG.

Five accepted: Elton Moore FFR, and Dominick Triventi FBP.

Four accepted: Basil Neville FFR, Frank O'Neil FXR, and G. A. Rafuse FBP.

These men had three: Carroll Gammell FFV, John Goonan FXG, Robert Hood EMM, Jesse King EMM, Patsy Long FFP, Teodoro Michenzie FBP, Harold Miller FBE, George Murray EMW, Ercole Ronci FXN, W. J. Sullivan EMT, Albert Surette FBQ, Ira Treen FFY, John White FBM and George Wood FFM.

The following had two suggestions accepted during the year: John Bache EMM, Arthur Balduf FBE, David Camack FFP, Jeremiah Coughlin PL, Guptil Fillmore FFM, Guy Hoyt FXR, Laurence Hubbard FXR, Ralph Kemp FBP, John Lydon FXT, John Mattson FBM, Norman McInnis FFM, Harold McNeeley EM, John Maderios DPP, Marco Michenzie FBP, Francis Monahan FFV, Benjamin North FFM, Peter Petroni FXC, Nelson Phillips FFP, George Staples FFC, Ernest Staher FXB, Michael Verderber DVX1, Lewis Walter FXF, Harold Wickam FXG, Charles Widgery FFD, Steven Wilson FXG.

Besides the foregoing, there were over 200 fellow-workers who had one accepted suggestion during the year.

The Suggestion Committee feel encouraged by the interest shown in the Contest, which will be continued during this year. As you probably know, any Bird & Son worker, those in the offices included, may submit any number of suggestions at any time.

Do not hesitate to ask your foreman's advice before sending in your ideas. He can often give you valuable assistance. If your problem is a technical one, Harry Mann of the Experimental Department can undoubtedly help you. Part of Harry's job is in doing just that thing, so don't hesitate to call on him.

All suggestions are passed upon by the Suggestion Committee. Awards are made as follows: $5 for each accepted suggestion; $100 for the largest number accepted annually; $50 for the second largest number of suggestions accepted annually; $25 for the third largest number accepted annually; $100 for the best suggection received annually; $50 for the second best received annually; $100 for any suggestion on which patent is obtained and assigned to Bird & Son, inc.

Get into the race now!

1926 Suggestions accepted on January 5 and 12, and given an award of $5.00 each:

Protect chain sprockets	Joseph Campanio, DFF
Gate at DF elevator well storeroom	Joseph Campanio, DFF
Extend chain fall rail on calendar machine	Joseph Campanio, DFF
Improved fastening for skid chains	C. A. Delphy, FBV
Hood over pony Jordan motor	Helge Holter, DPP
Machine speed indicator at wet end	Helge Holter, DPP
Man to pick rubber out of beaters	Helge Holter, DPP
Recording thermometer at mixing box	Helge Holter, DPP
Large slitters on winder, FXRM34	Guy Hoyt, FXR
Extension to shaper vise	Jesse B. King, EMM
Bands on stapler clutch plates	Jesse B. King, EMM
Stop on switch, FXOM2	Louis Maida, FXO
Iron table for Perkins Cutter	George Murray, EMW
Coils at stuffing box connections	Charles Mutch, FXG
Cutter table for wall board combiner	Ercole Ronci, FXN
Windbreak at door	Ira M. Treen, FFY
Change drive on FBPM6 coating section	Dominick Triventi, FBP
Method of bracing cars	Michael Verderber, DVX1
Unloading chute for wad adhesive and wax, SF16	J. S. Walker, EMT
Tail for rug border	C. J. Widgery, FFD
Gauge for Bliss No. 4 wraps	Robert D. Wilson, FXF
Make change at saturation rack to stop breaking of lamps	John Wosner, FBP
Guide for felt coming from dryers	John Wosner, FBP
Signal for heater man	John Wosner, FBP

1926 SHOWS REDUCTION IN LOST TIME ACCIDENTS

Drop from 167 to 107; FB, FF, DP and Paper Mills Help; 1926 Experiences Should Help in Further Reduction in 1927

OLD NINETEEN TWENTY–SIX has now been almost forgotten. Even the new year has lost some of its glitter, and most, if not all of our resolutions are either completely K. O.'ed, or groggy and stalling for the bell.

Yet, in this Safety business, as well as elsewhere, we learn by experience. We all had to learn, when we were kids, that if we put our finger on the stove we got burned, and if we monkeyed with the jam jar we were pretty sure to receive one or more resounding whacks on the place where it hurts most.

So let's look at the 1926 accident record for a while, and see what we can learn.

First of all, most of us want to know if we reduced accidents, and also how the various divisions stood in this reduction. We did reduce accidents. In 1926 we had 107 lost-time injuries, or a reduction of 60 over 1925.

Here's how the divisions stood. In 1925 Building and Roofing had 43 lost-timers, and during the last year they reduced this number to 18. Floor Covering scored a like reduction, from 41 in 1925 to 19 in 1926. At Phillipsdale they may also rejoice, for they brought their figure down from 15 in 1925 to 7 in 1926.

The East Walpole Departments didn't do quite so well. The paper mills, departments DM, DF and DV had 9 less in 1926 than they did in 1925, dropping from 33 to 24. The two box shops went up one, unfortunately, having had 23 in 1925, and 24 in 1926. The Maintenance and Power and Steam Departments also took a rise, with 15 lost-timers in 1926 as against 12 in 1925.

Let's pause here for just a moment, and give hearty congratulations to FB, FF, DP, and the Paper Mill departments, and a word of encouragement to the Box Shop and EM–ER.

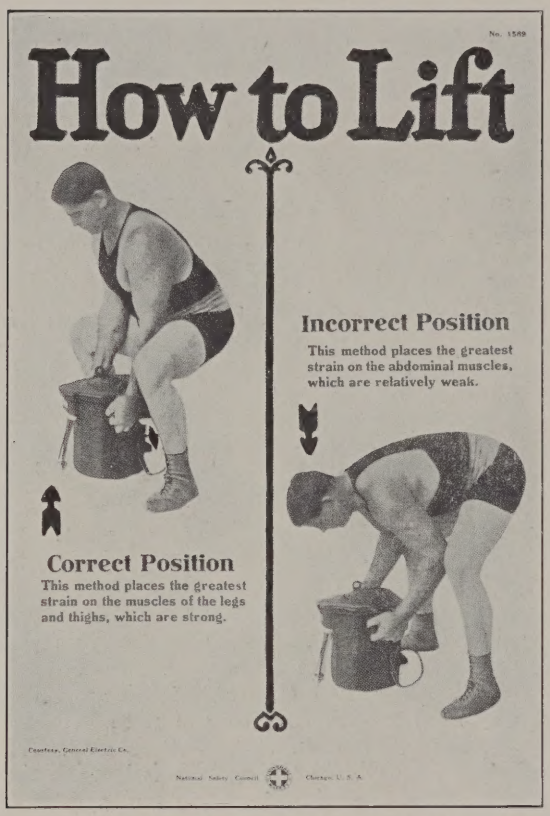
Now for the experience part of this article.

The records show that during the past year various types of strains, including hernias, counted for 27 accidents, with nearly 900 days lost.

Hernias are caused mostly by improper methods of work, usually while lifting. It is a painful injury, necessitates an expensive operation, forces the man to practical inactivity for about two months, and may prevent him from going back to his regular work for an even longer period.

On the next page you will see a picture showing you how to lift. Use this method at all times, at home as well as on the job.

We can all feel very much encouraged in respect to machine accidents. Only about 10 per cent of the lost-timers happened to men working on machines. But several of those that did happen were quite serious. Several workers were injured while cleaning or adjusting machinery in motion. This is not only an infraction of company rules, but is also nothing more or less


No. 1589
How to Lift
Incorrect Position
This method places the greatest strain on the abdominal muscles, which are relatively weak.
Correct Position
This method places the greatest strain on the muscles of the legs and thighs, which are strong.

than a fool trick. You wouldn't monkey with a buzz-saw. Moving machinery can be just as dangerous.

The eye injuries also show a great reduction. Let's keep it that way. Don't ever let any amateur try to remove something from your eye. Loss of sight may easily be the result. Go to the emergency hospital or to a doctor.

Accidents due to falls are still with us. The principal remedy for these is to watch your step-to use only safe ladders and stagings, and never to use a rickety or unstable support to stand on.

Next to the strains, most of our accidents are due to men being struck by falling material or other objects. Many of these injuries occurred in freight cars or stock sheds. Men loading or unloading rolls or bales took one from the pile, turned around to put it on the truck, say, and were struck by another roll or bale, falling from behind. These accidents can be avoided first by careful piling, and second, by care in handling material. Watch the pile while you are working on it.

Well, here's just a brief outline of our 1926 accidents, together with some of the remedies suggested.

We scored a reduction in lost-time accidents during 1926. We can do the same thing in 1927.

Card of Thanks

I wish to extend my sincere thanks to Bird & Son, and the members of the Cost Department, for the floral tributes sent to me in my recent bereavement.

E. H. Coleman.

We Are Sorry

In a recent issue of the *Review* we ran a poem entitled "A Good Family to Know." The Stevens-Davis Co. of Chicago claims copyright on this selection, a fact unknown to us when we ran the poem without credit. We tender out apologies and acknowledgements to the Stevens-Davis Co. at this time.

CARD OF THANKS

Your kind expression of sympathy is deeply appreciated and gratefully acknowledged.

Michael F. Smith.

Mr. and Mrs. W. S. Parke

WHILE unavoidably late, we record with regret at this time the death of Mr. and Mrs. W. S. Parke, of the Canadian Plants. Mr. Parke was for some time superintendent at Pont Rouge, and had been acting as superintendent of the Ruberoid Division mill at Portneuf. Both Mr. and Mrs. Parke were killed when their car plunged over a 125 foot embankment.

They left three children, one of whom, a son, is working at the Pont Rouge mill.

Veterans' Service List

THE list of Old Timers is so long this month that we can only give brief mention to each. January's "Oldest Old Timer" was Henri Davenport, who has been with us 29 years. Recently he returned to East Walpole from the Hamilton office. Rose Friary, No. 2 Box Shop, has the longest service of any active employee for February.

All of us will be interested to know, too, that Herbert H. Miller, treasurer of Bird & Son, completes 25 years service on the 27th day of this month. We all wish him many more years of activity.

We give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries fall in January and February, together with a list of those who completed over twenty years' service last month, or will during February:

			Yrs.
	January		
Henri Davenport	1– 1–1898	Office	29
Carl V. Smith	1– 1–1901	Paper Mill	26
F. W. Welch	1–16–1901	Box Shop	26
Joe Knaus	1–24–1902	Paper Mill	25
May Gardner	1–26–1902	Labor Bureau	25
Wm. H. Boyden, Jr.	1– 5–1905	Paper Mill	22
Robert Morse	1– 7–1907	Paper Mill	20
Daniel Reardon	1– 7–1907	Paper Mill	20
Dennis Lowney	1– 9–1907	Paper Mill	20
Michael Smith	1– 9–1907	Paper Mill	20
B. D. Rogers	1–21–1907	Labor Bureau	20
Pompey Lagerta	1–12–1912	Building & Roofing	15
Ernest D. Huggard	1–10–1917	Floor Covering	10
Pasquale Ruscitti	1–15–1917	Power & Steam	10
Edith O'Neil	1–16–1917	Office	10
H. B. Hunt	1– 1–1922	Sales	5
John Timmins	1– 1–1922	Drafting Room	5
Dorothy Lynch	1– 4–192	Office	5
Arthur Eppich	1– 4–1922	Maintenance	5
Henry Morgan	1– 9–1922	Building & Roofing	5
Ercoli Ronci	1–10–1922	Box Shop	5
Michael Verderber	1–10–1922	Paper Mill	5
Jos. Koweloski	1–13–1922	Building & Roofing	5
Anton Sansone	1–14–1922	Box Shop	5
Stuart Nickerson	1–16–1922	Floor Covering	5
Bartley Foley	1–18–1922	Maintenance	5
Martin Costello	1–19–1922	Maintenance	5
John Maitland	1–20–1922	Maintenance	5
Robert H. Ross	1–23–1922	Floor Covering	5
John H. White	1–23–1922	Building & Roofing	5
Leroy Gardner	1–24–1922	Maintenance	5
	February		
Thos. P. Maguire	2– 3–1880	Retired	47
Arthur Tillotson	2– 1–1888	Retired	39
Rose Friary	2– 1–1888	Box Shop	39
Carl Schaier	2– 6–1890	Main Mill	37
H. H. Miller	2–17–1902	Treasurer	25
Henry Hartig	2–21–1905	Maintenance	22
Wm. F. Murphy	2– 5–1917	Office	10
Michael Lydon	2–13–1917	Box Shop	10
H. B. Lane	2–15–1917	Sales	10
Martha Dee	2–26–1917	Box Shop	10
Sophie Eppich	2– 9–1922	Office	5
Elizabeth Lawson	2–13–1922	Sales	5
William F. Lenigan	2–13–1922	Sales	5
Leslie W. Hall	2–15–1922	Box Shop	5
James Donovan	2–20–1922	Paper Mill	5
Christine Sherer	2–21–1922	Box Shop	5

Rose Friary and Henri Davenport, oldest Old Timers for February and January

Tells Correct Way to Brush Teeth

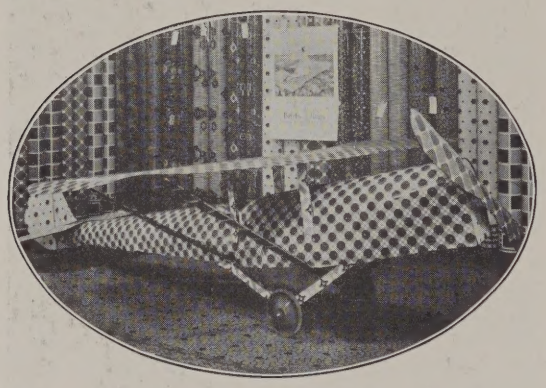
THE most efficient weapon for combating dental disease is the toothbrush, says Dr. William H. Gardner in a recent *Hygeia*. Most toothbrushes are too large and ill shaped for effective brushing, and most people spend too little timeon brushing and employ the wrong method.

The brush should be small, about $1\frac{1}{4}$ inches long at the bristle end, and fairly stiff. No toothbrush can be made to conform to the dental arch, both outside and inside, so it is best to use a small brush and brush a few teeth at a time.

Brushing of the teeth has two functions: it must really clean all surfaces; and it must stimulate the gums to make them resistant to injury and infection. The bristles should be placed at right angles to the long axis of the teeth and a gentle pressure applied; at the same time the brush should be wriggled, so that the bristles penetrate between the teeth and clean the crevices. All the surfaces of the teeth should be brushed this way, doing a few at a time. The mouth may then be rinsed with water, to remove the particles loosened by the brushing. The process should take from three to five minutes after one has learned it, but as much as a half-hour may be required at first.

Bird & Son Salesman's Page

THERE'S a big stack of copy for the page beside the editor's one-finger writing machine. It's too much trouble to sort it out, so let's take 'em as they come. First on hand is something from M. B. Lechner, who comes from Missouri. Literally, we mean. M. B. sends in an article that's a little too long for the page just now but which we're going to use otherwise, or in the near future on the page.



Airplane display in window of H. H. Sturtevant Co., Zanesville, Ohio.

Next is a cartoon "Too Much High Pressure," sent in by I don't know who, and also unfortunately too large for the page. Wish it wasn't 'cause it's darn good.

Now comes N. A. McLellon, Roofing man in New Brunswick, N. A. is going to send a good picture for the page, and in the meantime contributes this little verse:

An ambition does not amount to much
Until you make a program of it—
A woodpecker pecks a great many pecks
Of sawdust, when building a hut.

He works like a nigger to make the hole bigger,
He's sore if his cutter won't cut
He doesn't bother with plans, nor with artisans,
But there's one thing can rightly be said:

The whole excavation has this explanation—
HE BUILDS IT BY USING HIS HEAD!

Bob Roberts writes from Sydney—New York, not Autralia, to wish everybody in the office, and in the "wide open spaces," a Happy New Year, and all the rest of it. Thanks for your kind words, Bob, right here on the page!

It's about time we got to the pictures. The first one was sent in by R. W. Graffam, Floor Covering, Ohio. We wish "Tank" had told us some more about it. The "Plane" was exhibited by the H. H. Sturtevant Co., Zanesville, Ohio.

The other was sent in by "Stan" Bailey, New Hampshire and Vermont. Says Stan:

"This photo is of the department display in the Marquand Furniture Co., Manchester, N. H. The photographer was only able to take in the back end, or one-half of the display room. The room itself is about 25 by 75 feet, and is just filled with Neponset. Seldom is a sale lost when once a customer gets into this room.

"And speaking of sales, during a recent supposedly slow time, the Marquand Co. sold 600 yards of Floor Covering and 13 9 by 12 rugs in a week.

"This company also has a mighty clever window display, and one that is easily arranged. The general background and sides of the window are filled, attractively, with Neponset. Running in different directions, across and well above the floor, are lines of black thread. On these threads are placed little balancing birds. In each of the back corners an electric fan is placed, covered with a cylinder of Neponset. The air currents set every one of the birds in motion, and believe me, it attracted some attention. It's a bird of a window, all right. Should anyone wish to try it, the Birds may be obtained from Butler'Brothers, in New York."

'Stoo bad we couldn't have the page in the Holiday *Review*, for H. B. Lane sent in some good stuff about Christmas.

Now let's shoot down to Texas, and listen to "Rod" Rodrigue. We may be going to get "Rod" in Dutch by tacking his name onto this, but he didn't say "don't," so here goes:

Here's one on R. D. Peterson, Southern sales manager, Western Roofing). On a recent trip down here, Pete's mouth began to water for Mulligan Chicken. Since he was the originator of this particular ration, nothing would do until we made a purchase.

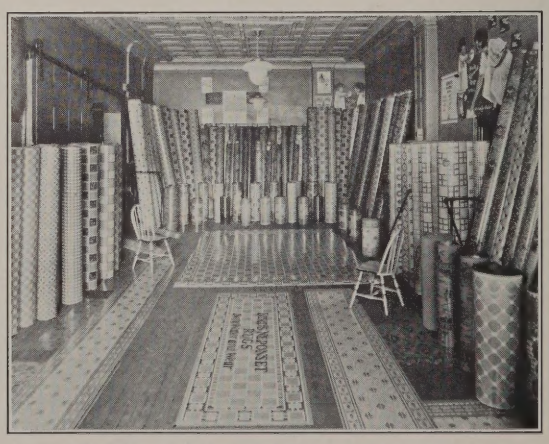
Accordingly a good old juicy hen was bought, not stolen, and after a strenuous day over some of our worst Texas roads, Pete and I repaired to the edge of a little creek in the heart of what he called a "forest primeval"—looking for atmosphere, so to speak, and began.

A quarter of a pound of butter, salt, pepper, and imported spices were introduced into the aforementioned chicken, and, after being duly bound, buttered, the process of buttering clay over the carcass of the hen began. An open fire was started and the bird put in.

Everything came off fine until eating time—and then! Oh, well, he blamed it on the clay—never having cooked with Texas clay before.

The story ends—28 miles to the nearest town. Time, 9.18 p. m. Last meal, noon.

Curtain and maxim silencer.



Display in Marquand Furniture Co. Store, Manchester, N. H.

To close, here's something from our old friend "Sandy" Staples, who roofs churches, barns, houses and everything else in Nova Scotia:

Most of us, who at times experience difficulty in collecting overdue accounts, will be interested in the following copy of a letter actually received by a business man:

Dear Sir, I receive your letter about what I owes you. Now be pashent. I'll pay you, but if this was judgement day, and you was no more prepared to meet your God than I am to meet your bill, you shore would go to hell."

E. M. B. A. Holds Annual Meeting; Shows Expenditure of $38,000. in 1926

A membership of 1785 for 1926 was reported at the annual meeting of the Bird & Son Employees Mutual Benefit Association, held in the Lunch Room, No. 2 Box Shop, East Walpole, January 11, 1927.

The following officers were elected to serve during 1927: Marshall H. Grant, ERH, president; Ralph Wilkins, PMB, vice-president; Dennis J. Cullinane, EMP, secretary; John Linnehan, DMP, treasurer. These men were all re-elected with the exception of Mr. Wilkins.

Two hundred and seventy-four sick and accident reports were received and investigated by the Investigating Committee. Of these, 236 received benefits, 8 members receiving the full benefit for 26 weeks. The investigating Committee for 1927 will consist of Edward Geraghty, FB; Lyman Small, FF; Helen E. Randall, GH; John Burke, DMB; Frank Whitehead, EME.

The treasurer's report showed $16,934.50 paid out in sick benefits, and $17,449.45 in insurance premiums. Physicians' fees amounting to $3,853 were paid by the Association. This shows a total expenditure, for these items, of over $38,000. An increase in assets of nearly $7,000 was reported.

The meeting of the Executive Board of the Association was held January 19. Ralph Wilkins was elected a member of the board.

It was voted that the EMBA will not be responsible for doctor's bills for an accident happening to a member ourside of working hours, when the same bills are paid by the insurance company or by a private party responsible for the accident.

The Phillipsdale branch of the Association, at their annual meeting, reported the percentage of membership at the close of 1926 as the highest ever. The chairman of the Investigating Committee reported that his Committee has made 52 visits during the year.

The election of officers resulted as follows: Executive Committee, T. G. Henderson, chairman; Rexford Salisbury (elected); Frank Reed (appointed). Investigating Committee, Henry Phelps, chairman; Thomas Horridge, James Casey. Nominating Committee, Fred Billings, Chairman; Joseph Farrell, and Fergus Christie.

Tom Lavin, Old Timer, Sends Us Greetings From the Old Country

Tom Lavin and part of his crew.

THE jump between issues before Christmas and the first of February has delayed the following letter, but we know many who work at East Walpole and elsewhere will be glad to read a few lines from Tom Lavin, who was for 30 years a Bird & Son fellow-worker.

During his stay here Tom was in charge of the truck horses, which used to do all the work now accomplished by trucks. Tom is back in the old country, in charge of a large farm in County Meath, Ireland. In a recent letter to Mr. Wyman, he said in part:

"I must say that I am very happy and I hope you can come over and pay me a visit some day. I can show you all kinds of livestock, horses, cattle and sheep. These make the industry of Ireland.

"I send my best wishes to all my old friends at the mill and office and I hope to see them all some day. Tell them that I have a cottage all ready for any of them when they want to come. I wish that some of the Old Timers might come over. A visit would add ten years to the life of some of them.

"I wish them all a happy New Year."

Membership in the Benefit is at a high level. Practically everyone realizes its advantages. Few organizations of a similar nature can offer free doctor's services, life insurance up to $1,000, and benefits of $9 or $12 weekly, with payments of only 60 or 80 cents a month.

The Executive Board of the Association meets every month in the East Walpole Brigade Room. This Board will at any time be glad to answer questions regarding the Association or its policies, and welcomes suggestions for the betterment of the organization and its members.

BIRD'S
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Two Thousand "Thank You's"

IN behalf of the nearly two thousand Bird & Son fellow-workers, the *Review* takes this opportunity to extend thanks to the firm for its generosity in the distribution of gold pieces and bonus checks.

Appreciation of these gifts will be shown, we believe, in increased loyalty, in harder work, in continued adherence to the ideals of Bird & Son.

Easier than "Easy Payments"

FEW problems have, in recent years, raised such an almighty row as that of installment buying. Business men, bankers, economists and many others, more or less experts, have lined up for or against, with proofs to show either that installment buying is a good thing, or that it is a menace to life, liberty and the pursuit of happiness.

It has remained for the Babson Statistical Organization, in a recent report sent to their business clients, to clear the air, at least so far as you and I and the average buyer of medium or low priced autos, radios, vacuum cleaners, etc., are concerned. In part, the report reads as follows:

". . . In fact, everything that is now bought on installments could be bought to a better advantage by the Savings Club plan. Moreover, the total amount of business and the amount of profit to the legitimate manufacturer, dealer and banker would be greater on this plan.

"The savings club leads to cash business. To the extent that the machinery of installment *buying* can be turned to installment *saving* and buying, everyone will be better off, the consumer, the dealer, the manufacturer and the banker."

What, then, of this savings club idea? It started with Christmas Clubs, as you probably know. The Christmas Club plan enabled thousands on thousands of people to pay cash for their Christmas gifts, and to avoid the "morning after" feeling on January 1, when the bills began to come in.

The Christmas Club has been followed by many other clubs—for vacations, taxes, coal, or what have you? Why shouldn't it have been followed? The people in these clubs are assured of having a certain amount on hand at a certain time, *plus* interest. With this money they can buy goods at *less* than the price they would pay on the installment plan. There is nothing so effective as ready cash. Money in hand talks a lower price language. Last Christmas nearly $400,000,000 talked in just this way, and believe us, it made some holler.

Bird & Son people have an unusual opportunity to take advantage of the savings club idea. The Neponset Credit Union offers it. Your signature on a card is all that is needed. No trips to the bank, no "fines" if you fall behind, for the money is automatically deducted from your pay. That little thing alone is the best bear-trap for wandering dollars that we have seen in many a year.

The Credit Union pays interest at 4 per cent on all savings deposits—Christmas Club plan included. No bank pays better on club money.

For longer-term, and larger-amount savings, the co-operative bank is admittedly better. The Labor Bureau will deduct so much weekly or monthly from your pay, and see that it is deposited in any one of a dozen cooperative banks.

If you wish to invest a little spare cash, the Credit Union offers you shares which have paid an annual dividend of 7 per cent for the past 9 years.

"But," you may be thinking, "I'd like to buy my coal this summer, and I can't possibly save enough to get it for cash." Very well, the Credit Union will lend you the money at a low rate of interest. In fact, you may borrow money from the Union, pay cash for your goods, thus getting them at a lower price than on the installment plan, pay the Credit Union interest, *and still save money*.

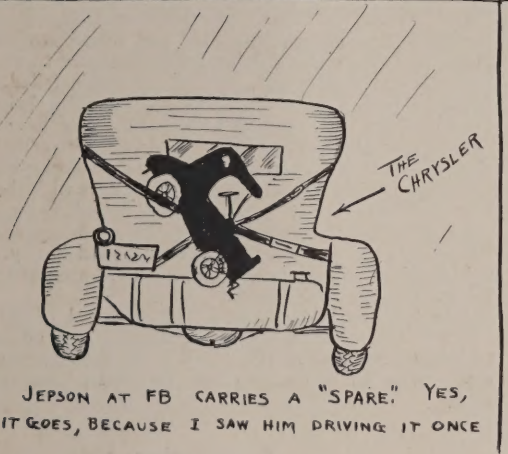
Pretty good place, this Credit Union, isn't it? You said it! Come in and talk it over, ask your foreman about it, or give Al Smith a ring, line 278, and he'll send or bring you all the information you want.

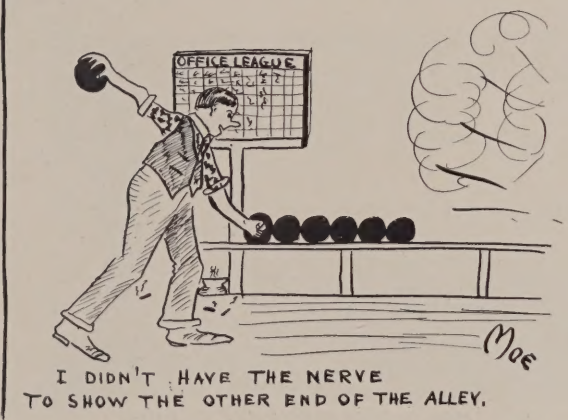
Closing with a low whisper . . . "why not put your bonus money to work, in Credit Union shares, for instance?"

When a man is in earnest and knows what he is about, his work is half done.

—Mirabeau.

Our Cartoonist Rambles Again





Many Good Things On Hand In the Library

A. S. Blaney

IT has been some time since we have given a list of new books, and perhaps are injudicious in the proportion of fiction which we show, but in this way we reach the greater number. It was a satisfaction the other day to hear an habitual novel reader say, "I don't want fiction, I want something on the outside world," and we were able to offer a wide choice. Among the newer ones:

"Letters from Mexico," Evans; "Mexico," Beals; and a good story bringing in Mexican life, "Somewhere South in Sonora"; "Trail Makers of the Middle Border," Garland; "Travels in Japan and Korea, and also in China," by Carpenter; "My Apprenticeship," Webb; "Story of Man's Work," Hayward.

In home making and women's problems: "Business of Being a Club Woman," by Winter; "Design of Small Properties," Bottomley; "Early American Furniture," Cornelius; "Health Work for Girls, American School of Home Economics"; "Surprising," a book of pleasing little essays by Miss Warner; and "Romany Stain," by Morley.

Some business books: "Procedure in Employment Psychology," "Health Service in Industry," "Medical Care of Industrial Workers," "New Leadership in Industry," "Human Relations in Industry," a report of a conference at Silver Bay, N. Y.; "Personnel Administration," a bibliography of Labor Problems; "Chemistry of Cellulose and Wood," "Glue and Gelatine."

When you need some recreation, ask for some of the best fiction. The recent additions are:

Lord Raingo, Bennett; Women, Tarkington; Early Autumn, Bromfield; West of the Moon, Burr; Page Mr. Tutt, Train; Blind Goddess, Train; The Red Gods Call, Scoggins; House of Iver, Somerville; Dancing Floor, Buchan; Harry Idaho, Pendexter; Portia Marries, Gibbs; Rodomont, Bedford-Jones; Ways of Escape, Forrest; Crystal Cup, Atherton; Instruments of Darkness, Miller; Somewhere South in Sonora, Comfort.

Green Dolphin, Bassett; Bellarion, Sabatini; Harmer John, Walpole; Debits and Credits, Kipling; Albrights, Marshall; Her Son's Wife, Canfield; Hildegarde, Norris; Avenger, Goodwin; Landmark, Allen; Treasure Royal, Garrett; Romantic Comedian, Glasgow; Shanty Shed, Footner; Flight from the Hills, Buck.

Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

We congratulate Mike Hawkins on the acquisition of a nice new Buick.

Miss Frances Bancroft of Worcester, Massachusetts, and Donald Lewis Sampson, Floor Covering salesman, were married Tuesday, December 28. Herewith our belated congratulations.

From a VM contributor:

It may rain, and it may snow,
It may blizzard, and it may blow,
But the messengers go on forever.

C. Smith has left AM. Walter Abell has transferred from AS to AM to take Mr. Smith's place, while "Heavy" Hevey is taking Abell's place.

J. D. Mack is a newcomer in AS. Welcome, Mack, especially if you can bowl.

How the Main Office looked about 1900.

We are sorry to see Joe Ecker of AM leaving us. R. F. Young will take Joe's place.

We hear that Eddie Johnson is going to sell his Lizzie and get enough money to buy at least a pair of overshoes if this snow doesn't clear up.

We are sorry that Frank McGinty left us after such a short visit but we have quite a favorable prospect in Arthur Rogers.

Marjorie Gifford is progressing in her afternoon lessons from the CF clerks.

As yet, none of us have had a taste of the fashionable mumps.

How is it that the fellows from the Bird Club are getting in on time? We wonder what's in it. Maybe it's because Eddie Johnson has a self-starter on the Ford. The fellows all push it so it will go, and then have run to catch up with it.

The girls are looking forward to a bowling match with the fellows. They will certainly show how it is done.

From what we hear, Herb Johnson wishes that his name was Garner, when it comes to bowling.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

Bob Morse was confined to his house for a week or so with a slight touch of the mumps, but is now back to work again.

Bill Wall was married in Newton during Christmas week.

We are glad to see John Geraghty back on the job again after a slight illness.

The snow-birds of DMT had a great time during the last couple of storms. Jim Houlihan and the Skipper had their skis out, and were trying out the hill at the beater room during the noon hour. Jack Fitzgerald was trying to use one of the snow shovels as a toboggan, but the only thing that would fit him was a sheet of wallboard.

One of the storms was really blinding, but Jack still insisted it was a "nice day." Pete Folan must have received a new sled for Christmas, as he was tickled pink to see the snow.

Earle Davis, PL, is going to have a "Sunny" party at the Colonial Theatre on Lincoln's birthday. Incidentally, Earle's birthday is the 11th, but he prefers to be patriotic and celebrate it on the 12th.

Hub Thompson is now working for the Great Northern Paper Co., Millinocket, Maine.

Don Kimball has purchased a new chassis and a new body for his Chrysler coach. The next addition will be a new horn.

Dockray of DMT was having quite a time urging "D Spark Plug" to buck the drifts along the Shore Line. Poor Sparky was exhausted on reaching SD2 and refused to go another inch. Everyone cranked his head off trying to get the old goat on the road again, but all attempts failed. Finally Poulosky took a try at it. He stood the old girl right up on her hind legs, with the first heave, and would have tipped it over but for the rear bumper. When she hit earth again she decided for the best, and went along in a well-behaved manner.

Gene Connolly was out for about ten days with the mumps. Rumor hath it that he is now back on the job, feeling swell.

Larry Folsom, unofficial dishwasher of the Main Mill laboratory, will make some girl a real good hubby. He has the job down to a science, and even the tin cans sparkle when he gets through with them.

John Slattery has recovered from an attack of the grippe.

Congratulations are in order, and we also extend our thanks to John Costello for putting DMT in the limelight, by winning a $75 prize for the second best suggestion accepted during 1926.

Engineering

John Maitland — *John Burhoe*
John Bache — *Joseph Sheehan*

The foremen of the engineering division held their annual get-together Saturday, January 22. The gang went by bus to the United States Hotel for dinner, after which they enjoyed a show. A high time was reported by all and sundry.

Herb Stott of SM visited his parents in Montreal over the New Year. Herb reports a very pleasant time while there.

We are glad to see Axel Swanson back after his illness.

Austen Allen is a new member in EMW. Welcome, Austen.

We are also glad to welcome Edward Morrow and Murty Flaherty, newcomers to EMW.

That wise old bird, the stork, has been with us again. This time he paid two visits. One to the home of Jerry Cullinane, January 6, where he left a baby girl weighing eight pounds, and the other to Jack Burhoe's house, where he also left a girl. And everybody's doing well, thank you!

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Those of us who have been here five years certainly want to express our appreciation of the bonus. January 15 was a rather happy day at Phillipsdale and all hands are working to make the same thing possible next year.

Henry Phelps was so careful of his check that when he wanted to take it home he had forgotten where he had hidden it.

Our storekeeper, Johnnie Nolan, is now a grandfather and while he has a proud smile on his face we expect to see him come to work most any morning now with a cane. The grandson is James Nolan born January 5, the son of Mr. and Mrs. Harry Nolan, both of whom used to work with us.

Sam Gorelco has announced the arrival of "twinses," Mary and Statia, on January 5. Some of the fellows are wondering just why Sam should be out sick now.

Clarence Pierson announces the arrival of Mary Margaret at his home on January 6.

We have just installed a new Cleveland drive on the first section of our driers. Between this new drive, repairing the screens, and lining up the machine our repair men have not been to many Sunday afternoon tea parties lately, but better times are coming, we hope.

Phillipsdale has entered again in the Paper Mill Safety Contest conducted by Paper Industry and the National Safety Council. In the last contest we finished fifth after a very poor start. "There ain't goin' to be no poor start this time" so watch us finish on the top. Our new Safety Commitee to start off the year with is as follows: Rex Salisbury, Chairman; Lloyd Allen, Secretary; S. Martians Ed. Swetlowich, Joe Brago, Gus Nanni, Al Carlson, Joe Silva, Tony Fernandes.

We have had quite a shake-up in our Fire Brigade Organization with the result that William Banks has been transferred from Captain of Company 4 to First Assistant Chief, William Livingston has been appointed Night Chief, and James Casey has been appointed Captain of Company 4.

Helge Holter received a check for $20 this month for four accepted suggestions. Fergus Christie received a $10 check as a special award for his suggestion on bed knife holders. It certainly pays to think up suggestions.

We had such good weather at the first of the year that Willie Banks and "Red" Harrington, who had resolved to leave their cars up for the winter, weakened somewhat and had them registered—and then it snowed.

About the only new car at Phillipsdale this month is the new Essex brought around by Jimmie Blessing.

We understand that even "America's Most Beautiful Car," the Paige, must be towed occasionally. Medbury and Richardson had just such a ride a few nights ago.

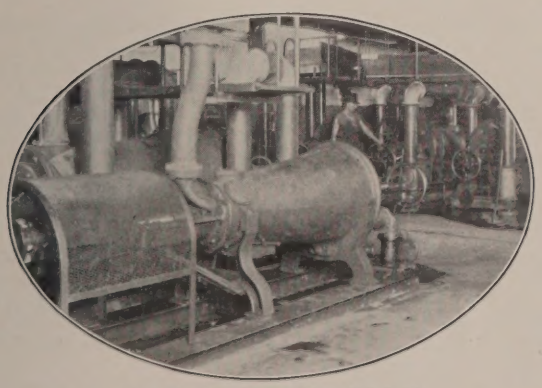
BOX FACTORIES

East Walpole, Mass.

Malcolm R. Mars — *Earl H. Hansen*
Albert H. Hammond — *Will A. Evans*
George L. Holland — *Charles S. Mutch*
Florence H. Slaney — *Mary Driscoll*

Amos Dixon spent a week recently in Hamilton, Ontario.

Messrs. Cook and Wurzel are planning to start manufacture of sweet, pliable rubber macaroni. A large order of cartons was recently made for this concern. At least, that was what your correspondent saw with his own eyes. There were the cases, with "macaroni" printed on one side, and "rubber goods" on the other!



New Jordan Room, East Walpole

George Wallace, Martin Connolly and George Murray, East Walpole Engineering Dept.

Bullet White of FX1 is leading January 23 high scorer in bowling league.

Anthony Capachin has taken the fatal step.

The new planning office has been completed in the solid fibre department.

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Ralph Kolseth — *Charles Seavey*
Richard Stoddard — *John White*
L. M. Pratt

Harry Dresser picked pussy-willows all blossomed out in the FB yard, late in January. Spring is coming, says Harry.

Mike Macchi, our well known singer, is also a great hunter. He may be seen around the Walpole woods almost any time, accompanied by his new bird dog, Bessie.

Ed Lincoln and Jimmy Lowe are hockey enthusiasts. Every night that Ed has off he is at the Boston Arena rooting for the Bruins.

New six cylinders may come, the big eights may go, but the poor little Fords go on forever. Ask Howard Everett, he knows.

Two intrepid followers of soccer hereby go down in deathless verse:

Jock and Joe, both Mac's by name,
Went to Pawtucket to see the game.
The snow was thick, 'twas chilly, too,
But the clansmen plodded gamely through.
Then with the night, back home they came
But neither knew who'd won the game.

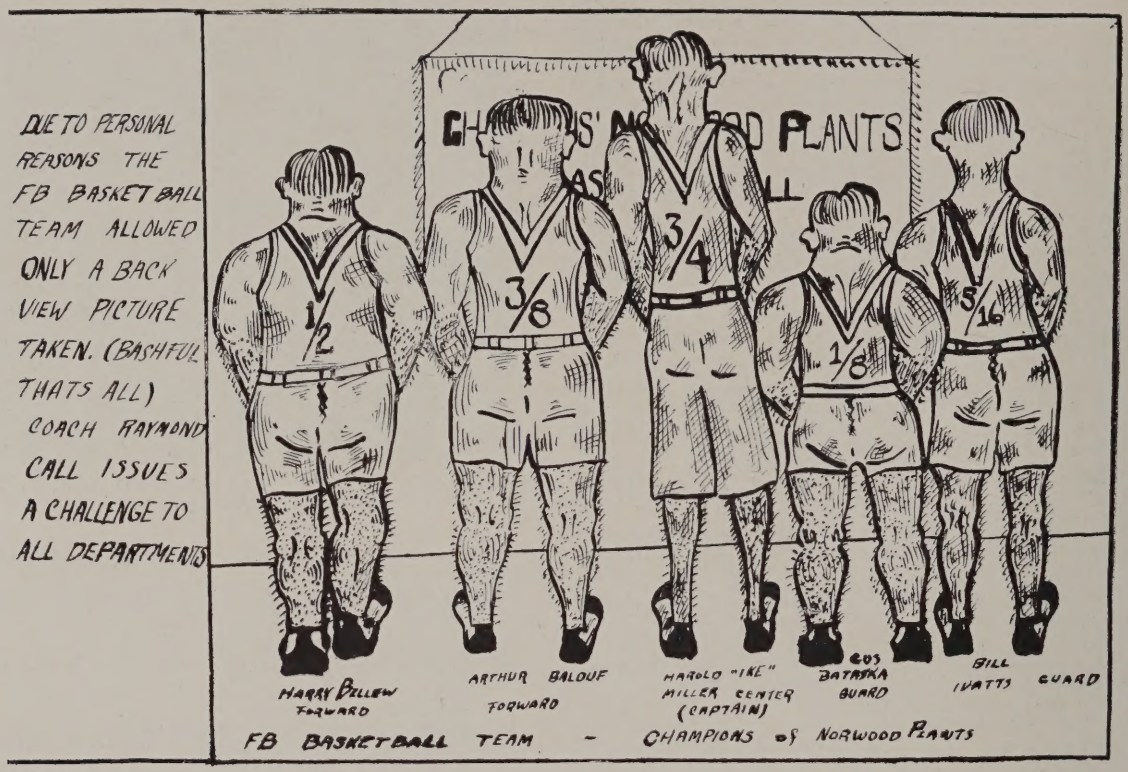
We understand that John Miller, FBI., is out with a challenge to all comers for the checker championship of FB. Our later information points to the fact that this contest will take on an international aspect, for the following contestants are already in the filed field: Perion Palozzi of Sunny Italy; Bill McLochlan of Bonnie Scotland; and Eddie Sears of the land of the Pilgrim's pride. May the best man win.

Bill O'Donell has joined the radio-owners club at FB. The radio now keeps company with Bill's Ford. Prosperity is among us.

If experience is the great teacher we believe it to be, then the FB bowling team should look over John Koskie and his Irish brigade at FBT. These boys sure can roll 'em.

Years may come and pass away, but Fred Reed's beard has come to stay.

Well, well, Admiral Driscoll informs us that he will dispose of his faithful yacht "Salvage" and in future spend his vaca-


DUE TO PERSONAL REASONS THE FB BASKET BALL TEAM ALLOWED ONLY A BACK VIEW PICTURE TAKEN. (BASHFUL THATS ALL) COACH RAYMOND CALL ISSUES A CHALLENGE TO ALL DEPARTMENTS
HARRY BELLEW FORWARD
ARTHUR BALOUF FORWARD
HAROLD "IKE" MILLER CENTER (CAPTAIN)
GUS BATAKA GUARD
BILL IVATTS GUARD
FB BASKETBALL TEAM - CHAMPIONS of NORWOOD PLANTS

tion hunting big game in the Maine woods. Boy, page Jack Howard!

The first great mystery of the year loomed on the 20th day of the initial month, at approximately 2 p. m., when word was flashed around the mill that some Houdini-like person had caused the tool box of the inimitable Maudy of FBE to vanish. Immediately the big guns of FB were sounding, and after all suspects in and around this department had been cross-examined in true Scotland Yard style, Sherlock Holmes Dresser of our detective agency was assigned to the case.

In true Pinkerton fashion, he quickly obtained a full description along with the necessary details, and in four minutes thereafter discovered the hidden treasure, while making an inspection of the FBE ceiling with the aid of a step-ladder.

The business end of our stills (asphalt). Mike Sheehan at the valve.

Thus the baffling mystery was cleared up and a new detective star appeared in the firmament.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

The month of January saw many visitors at the plant. Among the salesmen who called were C. T. Torrey, S. E. Williamson, A. M. Dobbins, H. M. Clark, R. D. Peterson, L. S. Wharton, and F. E. Dyess.

And the dealers—Mr. M. Bovin of the M. Bovin Roofing Co., Kalamazoo, Michigan; Archie V. McKee, Bangor, Mich.; Mr. James Pidgeon, Pidgeon-Thomas Iron Co., Memphis, Tenn.; Mr. R. W. Mefferd, Mefferd & McGuire, Des Moines, Ia.

The lumbermen's conventions have started and each one finds either Mr. Hird, Mr. Wilson, or Mr. Clark there to represent the office.

The new warehouse has been completed and is now being used.

Mr. R. M. Dewar is now covering that territory formerly covered by Mr. Heine as well as other counties in Illinois.

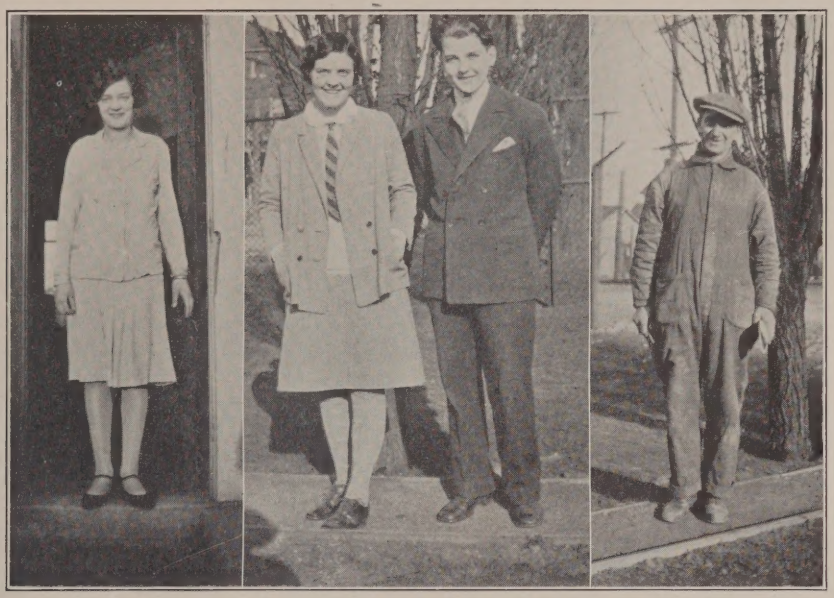
Miss Anne Kelly, Miss Morman, Bob Brebach, Miss Johnson, and Mrs. Prairie were all forced to remain at home for a few days because of bad colds.

There has been much favorable comment on the appearance of the new Saturday Post Ads. They certainly are attractive.

Mr. Patrick Long, our loading foreman, has been confined to the hospital for some time with pneumonia.

Several new high-powered motors have made their appearance at the plant since the first of the year. Mr. Overbolt has one of the new Chevrolet coupes and Mr. Roberts a Buick.

There are no marriages to report this month. Our younger set seem to prefer the summer time to "step off."



A group of Hamilton workers. Left, Frances Jarrett; Center, Grace MacDonald and Bill Webster; Right, Bill Smylie.

Hamilton, Ont., Mill

Miss L. O. Stephenson *H. Coutts*

We haven't had any visitors at Hamilton Plant or nothing of real interest seems to have happened this month, except the usual "small town gossip" like—"Did you know Chris. Powlesland is wearing a lovely new diamond ring?" and—"Grace MacDonald claims the lawyers are on her trail for a $2.00 doctor bill which she claims doesn't belong to her." Grace certainly has a healthy look and we are all for taking her word.

Bill Smylie, whose picture appears somewhere in this issue, claims it has at least been an exciting month for him, making statements to the effect that considerable shooting has been done by the Foreign element around the yards during the shunting hour, but Bill who hails from old "Scotland" (pronounced with a good old Scotch accent) says you can'tkill 'em.

The Hamilton correspondent can't pass up the opportunity of sending along a snap of Bill Webster and Grace MacDonald taken at Lunch Hour January 15th. These Canadian Winter enthusiasts claim they are going to send this one to California.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

Jim Garner is buying a new Essex.

Sam Steele showed some speed recently, when his pants caught on fire. He looked and sounded like a fire engine as he ran out the door and jumped into a snow pile.

"Art" Rogers has graduated from our training school to the CF office.

We offer our sincere congratulations to John Pennington, who, with his wife, just celebrated forty years of happy married life. Many friends and relatives gathered at their home to congratulate them. They were the recipients of many lovely gifts, including silver, cut glass and linen.

The couple were married in England in 1886, and came to this country 21 years ago. They have lived in Norwood ever since.

Jim Stowell was up from the Sunny South the first of the month, and was introduced to the boys at FF. The Adolphe Menjou facial adornment disguised Jim most effectively. But when someone stepped on his new shoes, and Jim started to talk, they all knew who it was.

CHICAGO OFFICE

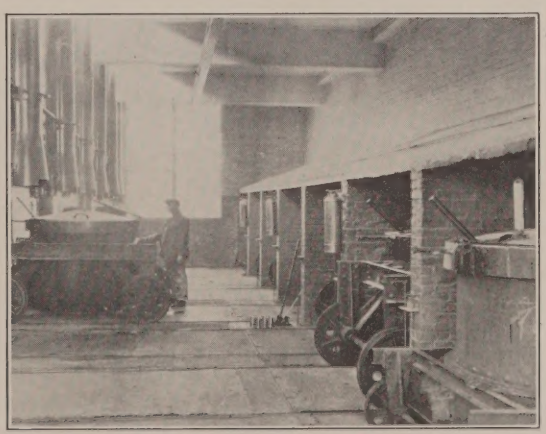
B. I. Hindmarsh *Lillian Moe*

Everyone from the Western Floor Covering Division who attended the Floor Covering Meet-up at East Walpole agreed that it was exceptionally successful, and without doubt the best meet-up yet held.

The trip through the floor covering mill at Norwood was very interesting and helpful to everyone. It was the first time most of us had seen the new rug unit in operation. We are more thoroughly convinced than ever that we have the best and most efficient floor covering plant in the country. The discussion by the heads of the Manufacturing Department of the Mill Brigade Room was mighty helpful. and many new slants on the production of felt base were salted away for future use.

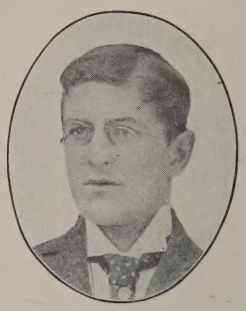
As a social gathering, the trip going down in the two private cars on the New York Central could not be surpassed. The "sociable" card games were enjoyed by all.

The Western Floor Covering Division is starting the year 1927 with what appears to be the most efficient sales force in its history. A great many of the men have proved their ability to sell Bird's Floor Covering, and already the new men are showing that they are not to be outdone.



Oil boiling department at FF.

Who are these men? The pipe on the left is upheld by one known to most all of us. He is twice a member of the Old Timers. The gates-ajar collar on the right frames the face of one who works at the East Walpole mills, and might be said to make little ones into big ones. His work is with one of our smallest products. Send your guesses to the Review today. A list of those who guess correctly will be published next month. This is an easy start.



The territorial changes effective January 1 were as follows: W. B. Moore, formerly of the Inside Sales Force, has taken over the Central Illinois territory formerly covered by Hagenbuckle, the latter now covering Southern Texas. D. H. Whitmore, a recent addition to the organization, is now covering the Nebraska and Iowa territory formerly covered by John Graf, who is now working in Southern Illinois and Missouri. J. B. DeLong, also a newcomer, is covering the Dakotas, and F. W. Jakel is working Milwaukee and surrounding territory.

Three men have been added to the Inside Sales Force, namely, C. B. Wymer, J. P. Riordan, and W. H. Lankin. We welcome them into the organization.

R. W. Westcott and his family spent the holidays in Mansfield, Massachusetts, which we understand, was quite an event for the younger members of the family.

B. I. Hindmarsh recently addressed jobbers salesmen in Duluth and St. Paul. From reports that he brought back, this will be a big year for Bird's in the northwest.

"Bird Hall Movies for February"

Wednesday, February 2—"Tin Gods." Thomas Meighan and all-star cast.

Saturday, February 5—"It Must be Love." Colleen Moore.

Wednesday, February 9—"Broken Hearts of Hollywood," with Patsy Ruth Miller, Louise Dresser, Douglas Fairbanks, Jr.

Saturday, February 12—"So's Your Old Man." W. C. Fields.

Wednesday, February 16—"Silence." Vera Reynolds and all-star cast.

Saturday, February 19—"Night Cry," a Rin-tin-tin picture, with June Marlowe.

Wednesday, February 23—"We're in the Navy Now." Wallace Beery and Raymond Hatton.

Saturday, February 26—"The Savage." Ben Lyon and May McAvoy.

In addition to the above feature pictures Pathe News will be shown every Wednesday evening, also Burton Holmes Pictures, and Educational productions including "Secrets of Life" Series, Walter Hiers, Hodge Podge, Hamilton and Bobby Vernon Series and Mermaid Comedies.

Walpole Home Building Notes

The Walpole Home Building Company sold thirty-five hundred tons of coal in 1926 at prices one dollar to one dollar and twenty-five cents per ton under the regular retail price.

Michael Kelly is planning to build a house on Walcott Avenue, East Walpole.

Wilfred Turenne has moved from 6 Rock Hill Street to Chapel Street, Norwood.

James McComb and family have moved into the house a 23 Water Street, Norwood.

Edward C. Rafuse has purchased of the Kathleen Morine Estate the property at 201 East Street, East Walpole. This property consists of a six-room house, stable and 9200 sq. ft. of land.

C. S. Bird has purchased of Mrs. Emma A. Garby of Monmouth, Maine, the Blacksmith Shop property, Washington Street, East Walpole. Arthur McLean will run this shop as in the past.

S. H. Kay's new bungalow, Woodland Road, East Walpole, is now being occupied.

Ernect H. Coleman has plans ready for a new house on Woodland Road, East Walpole. Mr. Coleman expects to start building in the early spring.

L. E. Willis of Norwood will move into his new house on June Street, East Walpole, some time in January.

Real estate and building was very active in East Walpole during 1926. Many real estate transfers were made and fifteen new houses built, also a new Catholic Church is being erected.

Maynard Gould has built another story to the front part of his garage, which will be used for an office.

Lorenzo Gallazi of the Pariod Mill is erecting a new two-family house on Pleasant Street, Norwood.

The Walpole Home Building Company have some ideal house lots in East Walpole and Norwood. Now is a good time to buy a lot and start planning for the house you desire to build in the spring. The Walpole Home Building Company will help you to plan, build and finance your house. They have helped many to purchase and build their homes and will be glad to assist you.

Some Blessings of Home Ownership

Edward Maxson, commissioner of banking and insurance of New Jersey, at a building and loan association convention, said: "A man will fight for his home, but not for his boarding house," quoting an adage of the French people.

One of the greatest treasures of man is his home—and, "where the treasure is, there will the heart be, also." Ownership of one's home develops, thanks to God, and so cooperates with religion; it strengthens love for one's family; it emphasises responsibility and so has a steadying effect; it promotes self-respect and self-confidence, and, last but not least, it imbues one with patriotism—the love of a man for his family home expands to love of his country as his national home.

Watch where you're going—even if you aren't going anywhere.

Trouble never breaks a date—especially automobile brake trouble.

Little grains of carefulness make the beauteous land of Safety!

Bird Club News

WELL over a hundred Bird Club members gathered in Bird Hall Thursday night, January 27, to attend the annual banquet.

Following an excellent steak dinner served by Caterer Seilers, the members swung their chairs around were led by George Wallace in several songs, and then settled themselves to listen to the speaker of the evening, Joe Mitchell Chapple —author, world-traveller, interviewer of many famous people.

Mr. Chapples talk was given rapt attention and great applause. Starting with his early boyhood, he gave rambling sketches of his adventures, his meeting with kings and presidents. He paused at one time during his "tour" to pay high tribute to our president, Charles Sumner Bird, pointing both to his personal high character and to his very great achievements in industry.

This year's entertainments seem to grow better as they go along. The following committee was in charge of the latest success: Ralph Wilkins, chairman; Howard Whitney, Kenneth Rouillard, Joseph Sheehan, Harry Dresser, Mike Shergals, Thomas Wright.

Music was furnished by a Bird & Son orchestra under the direction of Parky Rogers.

File Your Income Tax!

Federal Income Tax Returns must be filed not later than March 15.

Returns are required of every single person whose net income for 1926 was $1,500 or more, or whose gross income was $5,000 or more, and of every married person whose net income was $3,500 or more.

Married persons living with husband or wife and heads of families are allowed an exemption of $3,500, regardless of the amount of net income. A credit of $400 for each person dependent upon him for support, if such person is under eighteen years of age, or incapable of self-support because mentally or physically defective, is still allowed.

If you were married during the year, credit is allowed for the proportion of the year you were married.

Massachusetts Income Tax Returns must be filed on or before March 1, by everyone whose total income during 1926 was $2,000.00 or over.

Interest received from accounts in national banks and in certain trust companies is taxable on the State return.

If you receive a state blank and are not required to file, return the blank to the Income Tax Director.

Assistance in making out returns will be given in the Labor Bureau at any time. If you are in doubt as to whether you should file, call at the office. We will be glad to help you.

—Labor Bureau.

THE P. R. ALLEN

This bird is king of most everything
Inside the old Bird Cage.
His interests are so numerous
They're really hard to gauge.

He runs the sales—Chicago, too,
And Canada on the side
Without a peer, as a financier—
He's known the country wide.

He's a farmer, too, but very few
Have got his pep, by heck!
An apple a day keeps the doctor away
And he grows them by the peck.

A horse is his hobby, but a hobby horse
Is not the kind he'll ride;
A gallant steed with fire and speed
Is what he sits astride.

He's a modest bird but not a word
Is wasted, we observe.
His quiet way, or so they say,
Is due to his Federal reserve.

Jerry the Office Cat.

SCOTLAND AND SOUTH AMERICA

We hear much of the wide distribution of Bird products, particularly in this country. But our market is world-wide.

The *Review* has received three very interesting letters, two from Scotland, and one from South Africa, all promising stories and pictures of Bird goods. They ought to be interesting. Watch for them.

LOCAL ALLEYS RECEIVE TERRIFIC PUNISHMENT

Mill and Office Leagues Now Going Full Blast; Gas House Warriors and Bowery Battlers Fight For Office Supremacy

FROM Jimmie Dine's in East Walpole to the Norwood Civic in Norwood, the zizz—zz, whack! of the grand and glorious game of bowling may be heard these days. The mill bowlers started it, so we'll give them the first story, but first will say that there are twelve teams from the offices rolling 'em down the subway each and every Monday and Thursday night.

In the Bird & Son Mill Bowling League, No. 2 Box Shop got away to a flying start, but were soon nearly overtaken by No. 1 Box Shop. The league has been very interesting so far, and although Building and Roofing is at the bottom, the members of the team find great enjoyment in taking a point now and then from the leaders.

Flowers held the lead in average for some time, but was recently passed so that now (January 24) Bullet White is on top, with Flowers second and Dine third. Bullet predicts that it will only be a question of time when the No. 1 Box Shop will be leading the league for the rest of the season.

Following are the ten best individual averages, as of January 23: Bullet White, FX1, 98.2; Charlie Flowers, FF, 97.14; James Dine, FX2, 97.06; Joe Keefe, FX1, 95.22; "Hep" Sansone, FX2, 94.14; Miller Higgins, FX1, 93.12; Fred Duncan, FX2, 93.1; Ernie Koebe, 92.1; Babe Costello, FX2, 91.7; Bill Murphy, FX2, 91.4.

High individual single string, Dine; High Individual three strings, Flowers, 336; Team single string, No. 1 Box Shop, 525; Team three string, No. 1 Box Shop, 1478.

League Standing (January 24)

	Won	Lost
No. 2 Box Shop	26	10
No. 1 Box Shop	24	12
Floor Covering	16	20
Building and Roofing	6	30

A friendly scrap between the Triangle building and the Credit department started the balls a'-rolling for the newly-formed Office League. The idea was brought up, committees appointed, the alleys secured, and as we write this the day after a match-night, the echoes are still coming up from the basement of the Norwood Civic.

Twelve teams are entered in the league, and are divided into two sections of six each. One section bowls Monday nights, the other bowls Thursday nights. No names have been chosen for the leagues as yet. So we'll call the Monday nighters the Gas House Warriors, and the Thursday nighters the Bowery Battlers, for the sake of convenience, if for no other reason.

When the two sections have finished fighting among themselves, the winners in the Gas House League will meet the winners of the Bowery section, and battle to death or to the destruction of the alleys. The following prizes will then be awarded:

Following are the averages of the first 15 men, as of January 25: Garner, Sales, 97.2; Phelps, FB, 95; Hall, AA, 94-4; McNeeley, P office, 92; Rodd, AC, 91.8; Young, AC, 91.1; Mellin, AA, 89.3; Hawkins, SM, 88.4; L. Tarr, AA, 88.1; Vietze, SM, 88.1; Mack, AC, 87.6; Downing, FX1, 87.5; Vietze, AA, 87.4; Stoddard, FB, 86.4; Fiske, RC, 85.1; Fuller, GL, 84.4; Winn, Sales, 84.4; Jones, AS, 84.2; Coughlin, EF, 84.2; H. Johnson, Sales, 84.

Rodd, AC, of the Gas House League with 121, and Garner, Sales, of the Bowery League with 119, hold the honors on high single string score.

The high individual three-strong total is held by Hall, AA, Bowery, with a score of 299. Accounting also has the high team three-string total, 1316, while the Box Shop office has the high team single string to its credit, with 457.

Following is the standing of the sections as of January 25:

	Won	Lost	Per Cent
Gas House			
Floor Covering	8	4	.667
Box Shop	5	3	.625
Triangle	5	3	.625
Drafting	7	5	.583
Credit Dept.	4	8	.333
Cost Dept.	3	9	.250
Bowery			
Accounting	7	1	.875
Sales	7	1	.875
Mill Office	6	2	.750
Cost Accounting	2	6	.250
Bldg. & Rfg.	1	7	.125
Store Room	1	7	.125

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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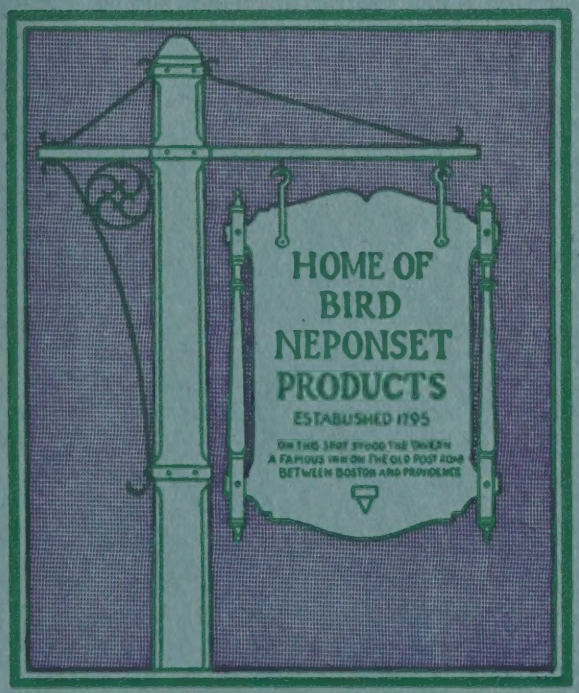
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS
TRADE
MARK

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



VOL. XV NO. 3 MARCH 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, San Francisco, Minneapolis, Columbus

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Warehouses

Chicago, St. Paul, Dallas, Detroit, Houston, Indianapolis, St. Louis, Kansas City, Grand Rapids, Omaha, San Francisco, Los Angeles, Seattle, Salt Lake City, Brooklyn, Atlanta, Philadelphia, Cincinnati, Richmond, Tampa, Pittsburgh, Everett, Mass., Brockton, Mass., Minneapolis, Milwaukee.

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Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., PHILIP R. ALLEN
Asst. to Vice-Pres., RICHARD C. FLOYD

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Manager, PHILIP H. BAILEY
Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales Division

Manager, CHESTER H. ANDREWS

Special Paper Sales Division

Manager, ELMER H. BARTLETT

Western Roofing Division

Manager, FREDERICK H. HIRD
Sales Manager, WILLIAM W. WILSON
Manufacturing Manager, BENJAMIN H. ROBERTS
Southern Sales Manager, ROBERT D. PETERSON

Assistant to President, DONALD A. CHASE

General Manufacturing Mgr., GEORGE R. WYMAN
Asst. Manufacturing Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLAIN

Labor Bureau Manager, BENJAMIN D. ROGERS
Asst. Treasurer and Credits, DIMON E. MERRILL
Auditor, AXEL H. ANDERSON

BIRD AND SON SALES CORPORATION
(Floor Covering Sales)
Officers and Directors

President, PHILIP R. ALLEN Vice-Pres. and Sales Mgr., H. EUGENE SAWYER, JR.
Sec. and Treas., HERBERT H. MILLER

Eastern Manager, WILLIAM B. ROGERS, JR.
Western Manager, RALPH W. WESTCOTT
Pacific Coast Manager, L. W. PROUTY

Makers of Quality Products Since 1795

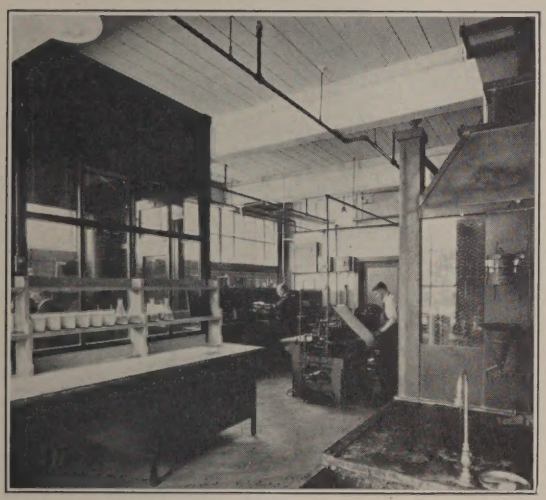
BIRD'S NEPONSET REVIEW

Vol. XV March 1927 No. 3

SEVERAL NEW BUILDINGS FOR SPRING, 1927

DM 14 Is Modern Brick Structure; New Quarters for "Electric Goats"; Water Tower at FF Is Landmark; Storage Tank Holds 150,000 Gallons

ALTHOUGH Spring is the usual time for things to grow, and winter the period during which they are supposed to sleep, Bird & Son has tossed this idea into the discard, and has been growing and improving like time all winter long. Let's take a tour around and look 'em over, beginning with the largest, the new DM14 building, in the Mill Office Yard.



A corner of the Paper Mill Laboratory in its new quarters

This building is of solid brick construction, with concrete trim, and is four stories high. It measures 72 feet across at the front, and extends back from the Mill Office Yard for 256 feet, part of it being directly over the Neponset River.

The first floor will be given over to the various maintenance departments, and the pump room for waste water. The electricians, pipers, millwrights, pattern makers, carpenters, and belt men will all have ample space for their work. A locker room, with toilet and shower facilities takes up a corner of this floor. The maintenance stores will also have its "cage" here.

The Paper Mill laboratory takes up one end of the second floor. As the picture shows, our "lab" is now housed in the most modern quarters, with facilities which make it second to none. The offices are all partitioned off, as is the testing booth, and storage room. The balance of this floor will be occupied with a museum in which will be exhibited interesting historical material; a rat-proof storage room for machine felts and wires; storage space for rolls and for finished goods; and the shipping office.

The draughting room will be directly over the laboratory, on the third floor. Large windows with a north light make this location ideal. The floor will also provide pattern storage and finished goods storage.

Part of the top floor in the new building. Note excellent construction and abundance of light

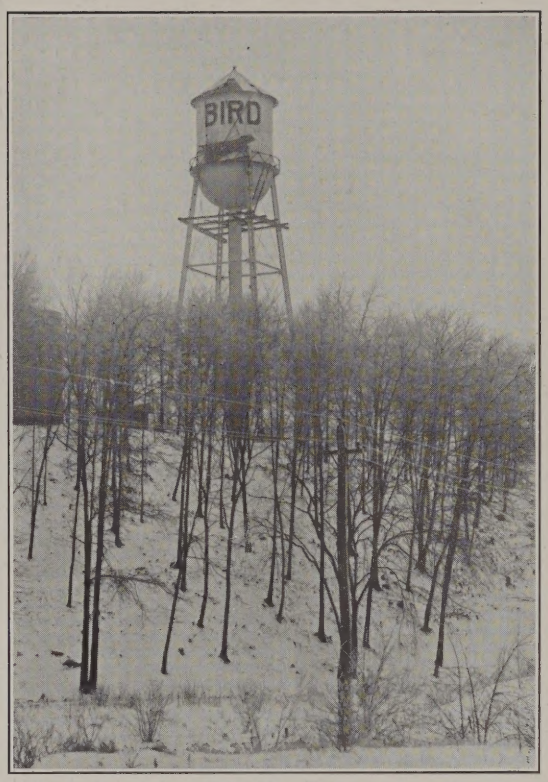
The fourth floor is being held for future manufacturing use.

Stairways at either end, several large doors of both the roll and the ordinary swing type, a freight elevator and a spiral conveyor make the building convenient for all purposes. It is expected that all work will be completed, and all departments moved in, on or about April 1.

But that's enough for that building. There are several others to talk about. Right across the way, at the north end of No. 2 machine room, they are, at the present writing, extending the walls for a building which will provide space for storing rolls from No. 2 Machine, and also make room for the coming extension of the machine itself.

An interesting feature of this work is that the walls were built right through the old wooden buildings, while work still went on in part of them.

The extension, which will be of brick to match the DM14 building, is in two sections. One sec-



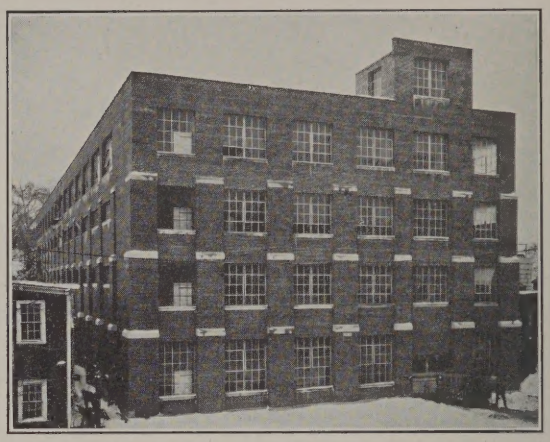
This is how the new 100,000 gallon water tower looms up

tion will be joined directly on to the present No. 2 machine room, providing space for the extension of that machine, to which 22 new driers are to be added. A new winder, a new reel, and a new electric variable speed drive are also among the improvements to be made to No. 2. This will make the machine room about 320 feet in length. The other half of the extension, separated by a brick wall from the enlarged machine room, will be used for roll storage, providing space 40 by 85 feet.

When these two buildings are completed, and completely occupied, all the present wooden structures on the north side of the yard will be torn down. This space, now taken up by the machine shop building and the building housing the receiving room, maintenance stores, etc., will be given over to a roadway and an extensive grass plot.

Just one more thing at the main mill, and then we'll go to Norwood. A convenient little room for all the "electric goats," or jitneys, has been provided by converting the old drainer rooms just beyond No. 1 beater room, into a "garage." An entrance door has been cut through just opposite C and D engine room. Space is thus provided for all the jitneys in use at the main mill.

There are few of us who have failed to notice the new water tower going up on the hill beside the Floor Covering plant. With its present coat of aluminum paint, it dominates the landscape



Exterior view of the new building as it faces on the Mill Office Yard

for miles around. Later it will be appropriately lettered, so that all may know that Bird's Rugs and Roofs are made nearby.

The tower, which will provide a supply for the automatic sprinklers at both FF and FB, rises 105 feet above the top of the hill on which it stands, and about 165 feet from the level of the roadway at the foot of the hill. Its capacity is 100,000 gallons, or in everyday language, some drink!

Almost immediately below the tower is another storage tank, although this one lies flat on the ground and is constructed of concrete. It measures 64 feet square, is 8 feet deep, and holds 150,000 gallons. This water is held in reserve, as an emergency supply for the fire pump to use, in case of a serious fire. Water need no longer be pumped from the river.

We cannot pass along, right now, without giving voice and some small measure of approval to the lament that arose when they went and put a solid concrete top on the darn thing. Just think what a glorious swimming pool that would make! But, then, there might be a fire just when we were having a swim, and we'd be likely to get pulled through the pump, which would be sad indeed.

Last on the program of the new buildings is the storage warehouse on the hill just around the building and roofing plant. The new workhouse takes up the space between the "old" warehouse and the main buildings of the plant itself. This was formerly the site of the old sand plant.

An increase of approximately 50 per cent in storage space available has been provided by this new building. Including the shipping platform, the building measures 166 by 120 feet.

Writing these closing lines, the editor can't help but wonder what new buildings, improvements, other evidences of growth and progress, will need to be recorded when the next "spring building" story comes around.

FORTY YEARS—AN INTERVIEW WITH GEORGE R. WYMAN

FORTY years ago! Back to the days of stage coaches, gas and oil lighting, water power—and the simple life. Back to the days when Bird & Son was on the threshold of a new life. And back to the days when a bright young journeyman machinist left his father's shop in South Boston, journeyed to Walpole, walked to East Walpole, approached Mr. Harrison Child in the little Bird & Son office and confidently asserted that he could do any work required in the machine line.

That's what came to my mind the other day, when I sat in Mr. Wyman's office, with both the literal and figurative throb of a great industry sounding in my ears.

It was on St. Patrick's day, March 17, 1887, that George Wyman, the youth, left his father's shop in South Boston and came to work for Bird & Son. He had spent five years there, three as an apprentice and two as a journeyman, learning the machinist's trade.

He was faced, as many young men in "family" concerns, with the question as to whether he would ever know if such advancement as came to him was due to his own effort, or his father's and brothers' influence. He felt also that he should gain additional experience, elsewhere. His years in the shop had been happy. An old employee, Mr. Greenleaf, had been a good teacher and a kind friend, his brothers and their partners were all that could be desired. But the youth wished to be more "on his own."

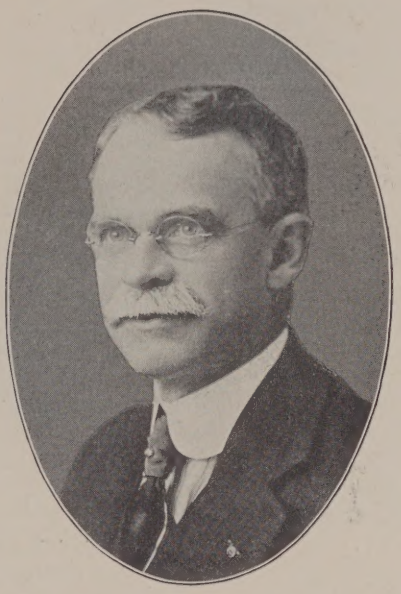
Meeting Mr. Bird

One day a man named Charles S. Bird came to his father's shop to inspect a machine for setting up tack boxes, that he had ordered made. After inspecting the machine, he gave orders to have it destroyed, explaining that he had changed his mind about the kind of box he was going to put on the market. George Wyman, with admiration for a man of such decision and courage, then and there put "Bird" at the top of his list of prospective employers.

When asked, on that St. Patrick's day, when he could start work, he replied, "as soon as I can get my tools." He returned to Boston, and secured his tools. Wyman and tools were later dumped at the entrance to the box shop. The youth tried to lift the box, but finding it too heavy, went in to look for help, finding it in the person of Tom Crowley. A career was thereupon begun.

Mr. Wyman soon found himself thoroughly taken up with and by his work. Many new and interesting problems came to the fore.

"My association with my fellow workers and with Mr. Bird personally, developed into something more than the ordinary friendship, which



George R. Wyman as we know him to-day

the course of a few years entirely obliterated any idea of my leaving the company as long as my services were needed or desired," said Mr. Wyman at this point.

"The town and mill were both much different, of course, in those days," said Mr. Wyman. We had no connection with Walpole except by walking or hiring a conveyance. We connected with the railroad by means of a stage coach, run by Joseph Madigan, who took us either to the Winslow station or to Norwood Central, where we met trains on what was then the New York and New England Railroad. The stage coach fare was 25 cents each way, 50 cents each way for special trips."

"The box factory, where it was first located, was a wooden building near No. 2 machine room, which although considerably enlarged still stands—but is to be removed this spring to make room for the extension to No. 2 machine room."

"I found when I started work that my department consisted of approximately 10 men and 15 girls. I went to work on the machines and dies, and at various times did shipping, kept all records of the department, figured costs, made out the payroll, put up the cash in the envelopes and paid off my department when Mr. Piper was out on Thursdays—which, by the way, has always been our pay day."

"An old diary, covering the year 1892, shows that my work, and that of my fellow-workers, was regularly 60 hours a week, and that a number of weeks showed 70 and 78 hours on the job. This included night work, of course. This work was almost always on some special problem or new idea conceived by Mr. Bird."

This photo of Mr. Wyman was taken just a few weeks before he came to work for Bird & Son, forty years ago. How times, and styles, have changed!

Mr. Wyman's story here took on an added interest.

In these night sessions he frequently had the company of Charles S. Bird, who would drop in quite casually, sit on a stool, and in the quiet little experimental room discuss the work in hand and plan the future development of some machine he had in mind.

I asked Mr. Wyman to tell me his views on the growth of Bird & Son. To many of us it does seem that this company—and others too, "just grew."

"Not at all," said Mr. Wyman. "I could cite many instances to show the farsightedness of those in charge of the company. We knew, or hoped at any rate, that the company would grow. We planned for that growth far in advance. The location and size of many of the buildings were many times worked out long before we needed them. Developments were made, too, in the products and machinery, that later proved to be entirely right.

"On one occasion I was given the order to junk another machine. This was the tube winder for cartridge shells, and was not rapid nor efficient on account of not having separating arbors. We then developed the cartridge winding and cutting machines, which, although somewhat changed, are being used to wind the majority of shot gun shells made in the United States today."

During Mr. Wyman's career he has had a change in mind but once. That was in 1901, when his father, thinking that his son should go into business for himself, told him of a machine shop for sale in Boston, and suggested that Mr. Wyman inspect it. He did so, and came to the conclusion that while it offered excellent returns at that time, there was no possible chance for expansion, and therefore dropped the matter at once.

I decided here to sound Mr. Wyman out on the present and future, as compared to the past.

"As regards the company?" he said. "We will continue to expand. At what rate, or along what lines, it is of course, impossible to make any definite statement. In some locations we are hampered by physical limitations. In other places we have not yet used all the available land. When the time comes this land will be used for additional manufacturing buildings.

"If you mean the chances of young men for advancement today, I would say that they were infinitely better than they were when I came here. Bird & Son can afford to offer many many more opportunities to the young man than they could 40 years ago. People talk about the 'good old days.' I wouldn't want them back for the world. Today is plenty good enough for me.

"The basic element of the recipe for success has not changed, however. It is still 'work'."

"One of the things that has made my job happier," said Mr. Wyman in closing, "has been working with the everlastingly fine bunch of fellows on every job throughout the whole organization. It has been very inspiring to have such help and cooperation as has been given me by all my associates."

Mr. Wyman became superintendent of the box shop in 1892, holding that position until 1911, when he took charge of manufacturing in Norwood and Hamilton, in addition to his work as superintendent of the box factories in East Walpole. In 1915 he became general manufacturing manager, succeeding Charles S. Bird, Jr., having charge of all the plants—at East Walpole, Norwood, Phillipsdale, Hamilton and Pont Rouge.

Aside from this Mr. Wyman has held, at various times, many positions of honor and authority with the company, and in the town of Walpole. These include: President, EMBA; President, Bird Club; Director of Neponset Credit Union; Chief, Fire Department; Member, Fire Chiefs' Association of Massachusetts; Member, Technical Association of Paper and Pulp Industries; Member of Committee on Mill Waste, Technical Association; Member, American Management Association; President, Old Timers' Club; Member Walpole Board of Selectmen, 1909, '10, '11; Member, Finance Committee, Town of Walpole; Director, Walpole Trust Co.; Member, Republican Town Committee, Chairman and member of several special town committees.

BIRD & SON SALESMEN'S PAGE

THIS month's page may be taken up largely with one contribution, but we think it is worth it, as a preliminary to next month's issue, which will be the annual Floor Covering number.

The new window display units for the Floor Covering contain, among other things, a cut-out of a very striking young lady, who, when set up, gazes longingly at whatever happens to be within her range of vision.

Which few lines of explanation are merely introductory to the following story from Jack Harvey:

I have been intending to write you for some time telling you the pleasure that our "Neponset sweetheart" has afforded me since it, or rather she, came from the home office. You know the girl I mean, the one dressed so beautifully in robin's-egg blue, sitting on a chair, gazing—looks almost as if she were breathing—and breaking, breaking the hearts of all those at whom she gazed.

I live, as you probably know, in a bachelor's hotel. There are probably two hundred or more single men here in the hall, and I am not exagerating it one hit when I say that nearly every one of us are in love with the lady in blue.

Upon her arrival I took her out of her tissue wrappings, it should have been cloth of gold, and sat her up in my room. That evening I was reading a thrilling love story in the Saturday Evening Post. Like all good love stories it was to be continued in the next issue, so having finished the first installment, I got up, with the story still whirling around in my mind. As I lifted my eyes, my heart came up into my mouth, and I had that funny feeling in the pit of my stomach, for there she was, looking at me with her beautiful eyes and winning smile.

But then I came to, and realized that she was only a display. Most women are.

Nor was I alone in being startled by this vision in blue. My roommate called the elevator boys to one side and told him that he had a girl up in his room, and for him not to say anything about it. The boy said, "Oh, no sah, Mr. Betzner, ah won't tell a soul." Mr. Betzner told him he could take a peek at her, so the boy came over to the door and peeked in. I was told that his eyes popped out about an inch, and he stepped back, then took another look, going farther into the room, until he walked right up to her before he realized that he was not dreaming also.

Several of the boys have been going by when the door was open, and looking in, have seen the beautiful lady. They stopped so quickly for a second look that they scorched the soles of their shoes. Several fellows, some of them in the advertising business, came to me and asked me to show her to them, and wanted to know if I could get them one. Among these were four competitor's salesmen who live next door to me here in the Hall.

The valet told me yesterday that he came up here the other morning to get some pressing, and when he opened the door his eyes rested on the fair one. He started to close the door again on the outside, then thought that perhaps one of us might be sick, and that either our sister or our sweetheart was calling on us, and that he would apologize for opening the door unannounced, so he came in to investigate.

Noticing that she did not move, he advanced towards her, with rapid palpitations of the heart, expecting that at any moment she would speak, and he would have to explain his presence. She moved not, neither did she speak, so he soon found out that she was more or less a false alarm. However, he said that he could not seem to do a darn thing for the rest of the day, because she took such a start out of him.

Jack says that he could tell several other tales about this "Follies girl," but he rambles off into space again, saying that there ain't no justice in this world, 'cause if there was, the young lady would come to life. But then Jack remember that she'd have to be fed, and that dress would wear out some time, so you're better off as you are.

Exhibit of the Fort Wayne Builders Supply Co., Fort Wayne, Indiana

We acknowledge the receipt of communications of various length and content from N. A. McLellan Harry Clark, C. E. Tyson, A. D. Kilham, J. H. Dunnell, W. F. Bagley, J. M. Mann, J. R. Maraist, R. P. Roberts and A. M. Covert. Some of these will be printed in an early issue.

Hal Dobbins, who is now working here in East Walpole, dropped in the other day, and gave us this, which we think makes a good "curtain" for this month's page:

He who whispers down a well
About the goods he has to sell,
Will never coin as many dollars
As he who climbs a tree and hollers.

"B. B. Club" Is Formed

TUESDAY evening, February 8, girls from all departments met in the Clubroom of No. 2 Box Shop and organized the B. B. Club. The following officers were elected:

Maude Kaler, president; Helen Randall, vice-president; Eva Dower, secretary; Henrietta Florest, treasurer.

Meetings are to be held the second and fourth Tuesday evenings of each month, at which time bridge will be played the early part of the evening, followed by refreshments and a social. A committee of four will take charge of each meeting.

Girls working for Bird & Son are eligible for membership in this club and all interested in joining are invited to send their names to the Secretary, FX1 Office. The club started with thirty-six members, although several were unable to attend the first meeting, and it is hoped that many others will accept the invitation to become members.

The cherubic youngster now has a low yet a high office in Bird and Son. He sometimes carries a lantern, although he isn't looking for an honest man when he does so. Whozit? Send in your answers today. This is a little harder than last month's. Next month we'll have a real puzzler.

WHOZIT, anyway? Last month wes tarted a new contest. Each month from now on we will publish pictures of Bird & Son workers taken anywhere from 10 to umpty-ump years ago, and ask you to guess who they are. Send your asnwers in to the *Review* and, if they are correct, your name will be published in a list of winners.

Last month we had one easy picture, and one not so very hard. The gentleman with the derby, Ben Rogers, was identified practically 100 per cent. One notable exception was when one of those who works in the Triangle building failed to recognize him.

The other gentleman was Ernest Stather, who works in No. 2 Box Shop, baling tack boxes. Hence the clue, "he makes little ones into big ones." These clues are put in to help you name the man. Of course they are puzzling. If we made 'em too easy, you'd guess the person right away.

The following people are among those who solved the last month's whozit: Tess O'Brien, Ethel Duncan, Howard Whitney, Maude Kaler, Sam Gladding, Anne Mahoney, Miss Blaney, and the staff at EF—it took 'em all to figure it out.

Whoze the whozit this month? Send in your answer today.

You see, when a man has succeeded too well in life, he is not unlikely to feel—dear me! without having committed any very serious wrong—a multitudinous disgust of himself, the sum of which does not constitute a real remorse, but an obscure uneasiness; and a ducal mantle, while it sweeps up the stairs of greatness, may trail in its furry lining a rustling of sere illusions and regrets, as, when you slowly climb toward those doors, your black gown trails the withered leaves.—Edmond Rostand.

Suggestions

IT was probably the case that the leaders in the 1926 contest, and those who are going out to be leaders in 1927, were catching a breath or two after last year's strenuous contest, for there were only 13 suggestions accepted at the meeting of the Suggestion Committee in February.

Some of us think, sometimes, that because a certain process or order is followed on some particular machine or job, it is the best that can be found, and could not be changed for the better. Or, if it could, it would be an expert's job to think of a way to change it.

One of the winners in the 1926 contest showed the folly of that way of thinking. For a great many years the wallboard machine had been run in a certain manner. When it was stopped, with the board running through, the heavy rolls always dented the board, and caused waste.

This man saw that this was wrong, and promptly figured out a very simple solution. Nothing complicated. Nothing that required an engineer's degree and a set of draughtsman's tools. Merely an ingenious arrangement of ordinary wedges that lift the rolls off the board when the machine is stopped.

Look around you today—at your job, your machine, and the jobs, machines, and methods of others. Isn't there room for improvement? Of course there is. Then make a suggestion on how it can be improved. Perhaps your first ideas won't be accepted.

But in the long run the man with ideas, and the willingness to work 'em out and tell the proper parties about 'em, is money in pocket, and that counts for a lot in these days.

The following suggestions were accepted at the February meeting of the committee:

Dirt catcher in alum tanks	Anton Blazir, DMW
Revise Floor Covering label	E. J. Campbell, FFF
Telltale valve on spindle oil tank	Malte Carcciadi, FBP
Move FFPM4 starting motor away from guard	Walter Hanson, FFP
First aid cabinet in No. 4 machine room	Walter Hanson, FFP
Relocation of hanger	August Lopes, DPL
Note closing hour on ship orders	Charles I. Miller, FFV
Widen concrete walk from FFP to FFN	Stanley Moore, FFY
Relocate boom guy rope bracket on old derrick	Frank L. Reed, DPH
Change cam on BM machines	D. H. Regan, Sr., EMM
Roll between loops in hanger	Patsy Sansone, FFD
Platform with guard rail around it	Dominick Triventi, FBP
Steps in dump scale house	John H. White, FBM

Of all forms of government, those administered by bureaus are about the least satisfactory to an enlightened and progressive people. Being irresponsible, they become autocratic, and, being autocratic, they resist all development. Unless bureaucracy is constantly resisted it breaks down representative government and overwhelms democracy. It is the one element in our institutions that sets up the pretense of having authority over everybody and being responsible to nobody.—Calvin Coolidge.

SAFETY WORK GOING STRONG AT BIRD & SON'S

PARTICIPATION in Safety Contests by the Paper Mills, a new form of bulletin, and the addition of the Chicago plant to the monthly accident records are a few of the indications that Bird & Son workers are out to make 1927 the best year ever in accident reduction.

Another good indication is the reduction in lost-time accidents for January and February of this year over corresponding period in 1926. January of last year showed 10 accidents, January of this year showed only 4, not counting Chicago. The February record looks almost as good at the present writing.

The first three months of last year showed 32 lost-time accidents. It looks now as if nothing short of an earthquake could keep the 1927 record for that period from being far better. But we should look forward to May and June of this year, for last year at that time we had but 5 accidents, 2 in one month, and 3 in another. We've got to go some to beat that, but we can do it.

The East Walpole and Phillipsdale mills are both entered in the annual contest for the cup offered by the Paper Industry magazine. This year there are several divisions of plants of various sizes, so that both East Walpole and Phillipsdale are competing only against mills of similar size. Last year, in a competition that took in over 70 mills of all sizes, Phillipsdale placed fifth, and East Walpole twentieth.

This year both mills are out to win that cup!

The East Walpole Mill is also running a contest of its own with the local Hollingsworth and Vose mill.

The interest in Safety work at Bird & Son has spread to Chicago, with the result that they asked to be included in our records, and be given a chance to show how they can match up against the other mills. We give them a hearty welcome, and say to them that it's up to them, as to everyone else, to help keep the accident record down to rock-bottom.

A new accident record bulletin is being issued this year, to take the place of the old bulletin that showed the standing of the mills by percentages. This new record, which is being sent to all foremen and Safety Committee members, and posted on all Safety bulletin boards, is much more complete.

There are now 8 divisions on the record, including the newcomer, Chicago. The number of men in each department is shown first, then the record for each month, with a shaded space for the department having a perfect record, and a figure showing the number of accidents in a department whose record was broken during the month. The total accidents to date are shown at the right, together with the number of lost-timers for a similar period last year. The last column shows the total number of calendar days since the last lost-time accident.

AWARDED BY THE PAPER INDUSTRY OF CHICAGO 1927
A
B
C
THE RACE IS ON!
Over 100 mills are competing against us for the Grand Prize and the slogan "The Safest Paper Mill in North America." Let's show 'em our heels!

The bottom of the bulletin is taken up with a description of the accidents during the previous month. Careful reading of this section will show how and where accidents happen, and how they can be prevented.

In general we are following the same lines as last year.

Accident prevention is up to every man, from the superintendent down. No one is excused, no slackers are wanted, everyone must be a safety worker.

The new Safety Committees, appointed in January, are as follows:

East Walpole: S. W. Smith, Chairman; John Maitland, EMM; Francis E. Donlon, FXG; Homer Bowers, ED; Amos Dixon, FXR; Ralph Farris, DVX1; Harry Godkin, SM; Mike Burke, DMB; Felix Thompson, DMC; Clarence Bergstrom, DFW; John Burke, DMB; Jesse King, EMM; Maurice Tarr, EMY; John Ready, EMP.

Building and Roofing: Eli Chamberlain, Chairman; John Walsh, FBM; Ed. Sears, FBV; Walter Cyr, FBF; Howard Everett, FBP; T. DePePlagiata, FBB; John Coviski, FBX; Helmer Ecklund, FBPM1; Gus Mauritz, GBPM1; L. M. Pratt, FB office.

Floor Covering: Ralph M. Wight, Chairman; Bernard Bailey, PFD; L. R. Bernier, FF office; Charles Bean, PFD; Ralph Nutter, FFP; Edward Campbell, FFF; Norman McInnis, FFM; W. P. Walker, FFN; Victor Grant, FFP; Eward Crockett, FFP; John Corcoran, FFV.

Phillipsdale: Rexford H. Salisbury, Chairman; L. Allen, DP office; S. Martians, DPB; E. Swetlowich, DPC; J. Brago, DPH; G. Nanni, DPM; A. Carlson, DPP; A. Curry, DPE; A, Fernandes, DPV.

BIRD'S
NEPONSET REVIEW

Vol. XV MARCH 1927 No. 3

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Why Are People Promoted?

BEFORE giving one answer to that question, let's have a brief, true story about "getting ahead."

A certain young man, employed in a large office, became discouraged when he looked around at his hundred or more co-workers, saying, "What chance have I among all this crowd? Many of these people have been here for many years. I have just come. I must pass by every one of them in turn, in order to advance."

Shortly there came a request from the head office for suggestions on how to change or improve certain office methods. The anxious-to-get-ahead chap submitted six ideas.

Before long he was called in by the President of this concern and was told first, that three of his ideas had been accepted, and second, that there were only six others besides himself who had submitted suggestions.

So, instead of a hundred or more competitors for a higher position, the young man realized that there were really only seven who counted. The rest of the story is obvious—he won several promotions, and is on the way to more.

But here's another angle to the same question, "Why are people promoted?" It is the winning answer in a competition among employees of the Western Electric Company:

"People may be given executive positions because of personal influence, or because of emergencies; but the true promotion comes to those who have earned it by their accomplishments. It comes to those who can handle the general problems or related work as well as the details of their own job; to those who can subordinate self when the interests of the organization are furthered; to those who extend hearty cooperation to others in their work.

"Because they think straight and make clean cut decisions; because they weigh other people's views with a sense of honest values; because, by their personal endeavors, they encourage others to do better; because their personality inspires confidence in them and their work—for these they are promoted.

"Promotion comes if they are capable of still greater growth and advancement; if they are interested in the personal welfare of their co-workers; if they have a wholesome supply of healthy pep. For these broad-minded people with strong qualities of integrity, initiative, perseverance and leadership, promotion is not dependent on a vacancy—an opening is made for them. Or rather, it was there all the time awaiting the right man."

Library

Life is too short for reading inferior books.
Bryce.

THE flower grower will find our book on Landscape Gardening by Grace Tabor a seasonable book, whether planning to start a garden from the first, or wishing to perfect one in a reasonable stage of advancement. Another new book on the same lines, Design of Small Properties, offers many good suggestions to the amateur gardener. These two new books have already found a number of appreciative readers who desire to improve their premises. The library is bountifully supplied with seed catalogues from the most reliable dealers and florists.

To those interested in vegetable gardening and fruit growing, the following bulletins which we have recently received from the Massachusetts Agricultural College should prove of value: How to grow Spinach, How to grow Peas, Strawberry Growing in Massachusetts, How to grow Mangels, Varieties of Apples in Massachusetts, Spraying the Apple Orchard, The Treatment of Grilled Trees. Many others of the pamphlets issued by the Agricultural College are in the library files.

New books for study and recreation:

A Survey of American Chemistry, 1925–1926	
The Regularization of Employment	Feldman
Patents:	Hoar
Taxation in Massachusetts	Nichols
Profit Sharing and Stock ownership for employees	Burrett
Mainsprings of men	Williams
Industrial Safety Organization	De Blois
Ranching with Roosevelt	
Complete Auction Bridge	Whitehead
By the city of the long sand	Hobart
Political and Industrial Democracy	Lauck
Politics: the citizen's business	White
New stories:	
Dower House Mystery	Wentworth
Mortal Enemy	Cather
Mautle of Masquerade	Emery
Hangman's House	Byrne
Kays	Deland
Challenge	Sutherland
Fortune's yellow	Schaeffer
Here and beyond	Wharton

H. H. Miller Guest of Honor at 25th Anniversary Luncheon

IN celebration of his twenty-fifth anniversary with Bird & Son, a luncheon was tendered to Herbert H. Miller on February 17 by several of his associates.

There were several short speeches and a "toast," all in tribute to the man who, as treasurer of the company, is still carrying on the good work he started twenty-five years ago.

Those who spoke were: Philip R. Allen, Elmer H. Bartlett, William E. Hale, and George W. Towle. Among those who attended, the number being limited by the accommodations available were:

Philip R. Allen, George R. Wyman, Donald A. Chase, Axel H. Anderson, Richard C. Floyd, Ben D. Rogers, Spencer B. Montgomery, C. H. Andrews, Allen H. Russell, Elmer H. Bartlett, William E. Hale, Michael J. Hawkins, E. M. Lines, Dimon E. Merrill, Louis E. Tarr, Stephen W. Smith, George W. Towle, Jr., Charles W. Conrad, H. E. Davenport.

Mr. Miller responded gracefully to the tributes offered to him, and returned thanks for the silver loving cup presented to him at the luncheon.

His immediate associates in the Treasury and Credit Departments had earlier presented him with two volumes of poetry, "The Copeland Reader" and "American and British Poetry." Mrs. Brown and Mrs. Holmes also presented Mr. Miller with a large bouquet of roses.

We give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during March, together with those who complete over twenty years' service during this month:

			Yrs
G. R. Wyman	Gen. Mfg. Mgr.	March 17, 1887	40
Aaron Rhodes	Retired	March 9, 1887	40
James Kivlin	Paper Mill	March 20, 1892	35
Dan. A. Jones	Paper Mill	March 4, 1897	30
Emanuel Johnson	Brigade Room	March 11, 1898	29
Wm. Quinn	Paper Mill	March 9, 1900	27
Bartley O'Donnell	Maintenance	March 1, 1905	22
Harry Bellew	Bldg. & Rfg.	March 10, 1907	20
Charles Lagerta	Bldg. & Rfg.	March 8, 1912	15
Wm. Quinn	Box Shop	March 21, 1912	15
Thomas DePlagiata	Bldg. & Rfg.	March 22, 1912	15
Mike Tasonis	Finishing Mill	March 5, 1917	10
Tony Yahaskey	Paper Mill	March 26, 1917	10
A. J. McDonald	Maintenance	March 29, 1917	10
Francis W. Smith	Floor Covering	March 13, 1922	5
Girolamo Rignonese	Finishing Mill	March 14, 1922	5
William C. Head	Finishing Mill	March 20, 1922	5
D. Frank Pendergast	Sales (Roofing)	March 21, 1922	5
	CHICAGO		
Andrew Alexander		March 1, 1917	10
Miss Rica Lamphton		March 15, 1922	5
David Calhoun		March 20, 1922	5
	PHILLIPSDALE		
Helge Holter		March 4, 1912	15

The Why Man

Forty years ago this month,
On Evacuation Day,
This bird flew here into our nest
And decided he would stay.

He scratched away and then he found
That he was soon the boss,
And now he runs the whole shebang
With facility and force.

As you can see, quite readily,
He's really in the swim,
And all the plants hereabouts
Are managed now by him.

When they say, "It can't be done,"
He does it just the same.
He's an awful guy for asking, "Why?"
That's how he gets his name.

—Jerry the Office Cat

FOR SALE

Ford Tudor sedan. 1926 model, like new. Balloon tires, good condition.

H. Dobbins, SM, East Walpole.

"Wise men have an inward sense of what is beautiful, and the highest wisdom is to trust this intuition and be guided by it. The answer to the last appeal of what is right lies within a man's own breat. Trust thyself."—Aristotle.

Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

Holly Rice, Building and Roofing salesman in Central Pennsylvania, had a narrow escape during the month when the hotel in which he was stopping was partially destroyed by fire. He was awakened in the middle of the night by someone thumping on his door. When he opened it two men nearly overcome with smoke, staggered into his room telling him to flee.

Holly hurriedly donned his clothes, and the three men made their escape by means of a fire escape that had just been erected that day. By the time they reached the ground the flames were pouring out of the window of Rice's room. Holly lost practically everything he owned except a few clothes he was able to put on in a hurry.

Ruth, daughter of H. E. Davenport, Main Office, picking a bouquet

Marie L. Eisenhaur, daughter of George Eisenhaur, EMM

We are glad to hear from Mrs. Connolly, AT, that she is doing well in the Norwood Hospital, following an operation, and will be back with us before very long.

One of the workers in AK is thinking of installing a signal light system, or a flag like they use on country mail boxes, on her desk. By doing this, and by letting everyone know what it meant, she would avoid having to ask everyone seen going out of the department if they were going across the street. Mrs. Severance needs this volunteer messenger service, but would like to avoid confusion and get some system instilled into her "volunteers."

Miss Poff, AK, will soon be setting sail for the "old country." We wish her a good voyage and a safe return. Gretta promises some pictures, so watch the future *Review*.

Bill Murphy's stiff neck has straightened out again, and we are glad to report that he is able to smile once more, and take note of the happenings on all sides instead of just in front.

A surprise party was tendered to Gretta Poff by the girls of Departments K and T at the home of Robina Urquhart Wednesday evening, February 23. Miss Poff was presented with an all-wool travelling robe to be used on her coming ocean trip. A delicious supper was served to those present.

Catherine Troiano, VF, left Bird & Son during the month to be married in Walpole on February 27 to Nicholas Stivaletti. Mr. and Mrs. Stivaletti will live in New York. We are sorry to see Catherine leave, but all join in wishing her happiness.

We extend our hearty congratulations to Millard Peabody and wish him the best of luck while he is out "on the road." From what he's sending in we see that he's making a good start.

We seem to be losing members of our department one by one. Miss Ruggles is leaving on February 28, for St. Paul, Minnesota, where she will take up her new position as "domestic clerk" rather than "export clerk." She is to be married at her home in Ware, Mass., and her new name will be Mrs. Gilbert O. Eaton. Good luck, Mrs. Eaton.

Some of the girls went in town on February 10th and had a Chinese dinner before seeing "What Price Glory." As usual they report that they had a fine time.

There must have been a lobster supper at the Bird Club the night that Art Rogers woke up with his shoulder out of joint. We hear that he was "beating up" Jerry Sheehan while in his nightmare.

Dick Winn is trying to break up the bowling matches and start bridge parties, but as yet he hasn't succeeded in getting anyone interested.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

Donald DeRoche, DMPM2, has been promoted from third hand to back-tender on No. 2 machine.

We extend our sympathy to John Seastrand whose sister died during the month.

Henry Grover has been transferred to FX2.

Roland Johnson, inspector, attended the Sportsman's Show, and enjoyed it very much. Roly is very fond of dumb animals.

Peter Kiarsis is receiving congratulations on the arrival at his home of a daughter, and her name is Mary.

Peter Folan spent a week-end in New York recently, and took in the dog show. He claims that one of the first prize pups was a hot one.

Henry Gray played a banjo solo at the K. of C. show in Canton, February 21. Henry sure can tinkle the strings.

Glad to see Jim Houlihan back again after a few weeks' absence due to a bad cold.

Dave Kelley has been transferred from DMT office to the outside. Kelley says, "Oh, for the great open spaces!"

Martin Kane is the proud owner of a new Dodge coupe.

Jim Kivlin has had his moustache bobbed again. Jim says, mebbe in this connection, "it won't be long now."

We were all sorry to hear of Mrs. Center being sick, and hope she will be back with us soon.

Frank Whitehead and John Curran have leased a cottage at Swift's Neck for the summer of 1927.

Ralph Wilkins and Donald Kimball attended the meeting of the Technical Association of the Pulp and Paper Industry, held in New York City, February 21 to 24.

Earle Davis holds the title for attending Boston's best playhouses. When he misses a show it is because the tickets have all been sold.

Since John Slattery invested in a radio outfit he has added singing to his accomplishments, and is also making a nerve-racking attempt to yodel. Let us hope he is not thinking of going on the stage.

Mr. and Mrs. David Bowles are the happy parents of a baby girl, born February 9. Dave works in DF.

Engineering

John Maitland — *John Burhoe*
John Bache — *Joseph Sheehan*

The prize story from this department for this month concerns one "Tigie" Wright, the boy from Palmer, and the latest contender for Houdini's place.

Seems that Tom was in the Norwood Hospital. Nothing very serious, but due to be there for a week or so. His co-workers, in the kindness of their hearts, passed the hat and collected a sizeable sum to bring the cheer of gay flowers to the sick man.

A short time after the collectors had finished their job and were just about going to get the bouquet, the door of the mill office swung open, and in walked Tom! The temporary treasurer almost fainted, but did manage to hang onto the jack. The money couldn't very well be given back, and Tom refused to wear a corsage bouquet around the mill, so they compromised and gave him a basket of fruit. Some think it should have been lemons.

Joking aside, though, we're happy to see you back, Tom, and glad that your stay in the Hospital was cut short, even if it did give us a start.

Jack Burhoe is now sporting around in a Jewett Sedan. When Jack loads in the wife and children, it sure makes a "covered wagon" appearance.

There's no joke about Joe Sheehan being in the hospital, though. He's doing great after an appendicitis operation, and will be back with us just as soon as he gets rested up. Best o' luck, Joe.

Gunnar Gottberg, EMW, has moved into his new one at 32 Summer Street, Norwood.

We are very glad to welcome Mike Smith back to work again.

We extend a hearty welcome to Hal Dobbins, now working in SM. He is an old friend, having served Bird & Son for 24 years, 15 of these as a salesman. We wish you the best of luck in SM, Hal.

EMM welcomes Ernest Stoot as one of themselves. Ernest hails from Canada.

We have all heard about Roy Gardner collecting nails. He picked up 10 of them in his five tires on a recent auto rtip. That's pretty good luck, Roy.

Is it true, or is it false? George Wallace was reported as having been seen outside the mill entrance at 6.50 a. m. We hope it isn't too good or too early to last.

Phillipsdale, R. I., Mill

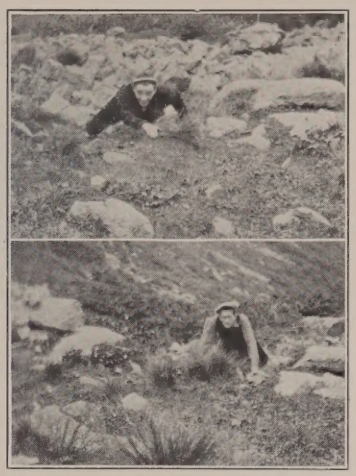
Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

The biggest social event of the season was the trip down to the fire meeting at East Walpole. Twenty-five of the Fire Brigade and Safety Committee members went down by bus, stopping at Wightman's each way. Everyone enjoyed the meeting very much even though the Safety Committee had seen the safety pictures at the Providence Safety Council Meeting. We certainly appreciate the generosity of the company in furnishing the transportation.

Adam Adamonis does not believe that Friday is his unlucky day for on February 18 about $23 fell down in front of him while furnishing the beater. Applicants for work in our beater room please form at the right.

We expect soon to see the new galvanized iron hood over the paper machine driers completed. This will remove the moisture taken away from the paper and will therefore make the machine room a better place in which to work.

The top of Mt. Washington wasn't high enought for Maurice Tarr, so he went up a few feet higher



Eddie Tarr and Bill Maxwell showing us how to crawl up a mountain

We usually are troubled, at this time of the year, by stories of what Tixy Billings' Bowling Team is doing in the Providence Church League. Not having heard much so far this year, one of our star reporters, Johnnie Nolan investigated the case and has submitted the following lengthy report:

No more tales of bowling
Does Tixy tell the boys,
For his team is trailing
And that stops the noise.

We welcome our new inspector, Jack Matthews. We understand that he is a genuine herring choker from Down East.

Side Lights on the trip to East Walpole:

The boys all ate supper at Wightman's on the way down. George Hawley had to buy a supper for one of the fellows and he did. He got his victim started on a pork pie and then he ordered a steak for himself.

Charlie Cyranock and Lester Billings entertained with songs both ways. Charlie sang in Russian and no one could understand Lester either. Fergus Christie threatened to sing two or three times, but being on the Safety Committee he took no chances.

George Inman and Henry Phelps had front seats so they could help the driver. Henry Phelps and Johnnie Nolan sta near the door so as to jump, if necessary.

Walter Gill had the monkey seat over the rear wheel so he could see where we were going and "Turtle" Casey held down three of the seats in the rear end.

Gus Nanni ate three chicken sandwiches on the way down and five on the way back. He almost got to look like one on the way home.

Frank Reed did not care to ride with the bus through "traffic" in Pawtucket so he drove his own chariot to Wightman's and met us there.

They all thought that the time made by the winning reel companies was pretty good, but where was our reel company in the competition? Are you afraid of us?

Harriet says that we can't say anything about her in the Neponset *Review*, for she types all the notes. We will not say anything about you, Harriet, only what is nice, and then you will let it go by the same as this got by you.

BOX FACTORIES
East Walpole, Mass.

Malcolm R. Mars *Earl H. Hansen*
Albert H. Hammond *Will A. Evans*
George L. Holland *Charles S. Mutch*
Florence H. Slaney *Mary Driscoll*

Reports on Tom Graney, now at the Norwood Hospital, following an operation, indicate that Tom is getting along fine,

The Uncle Hiram Roofing Co., Nashville, Tenn., during a recent flood

and will be back with us shortly. We'll be glad to see him.

Cornelius Driscoll was confined to his home with a slight attack of the mumps during the month, but is now back at work again.

Bill Downing reports that he will surely come out of the slump in the future bowling matches.

Helen Goldberg attended a cabaret and dance at New Bedford during the month, and reports a whale of a time.

Emilio Nicrasto recently made a flying trip to New York to meet his wife who had just come to the U. S. from Italy. Emilio and his wife are now keeping house in East Walpole.

Malcolm Mars is now known as "47 Mars" since bowling a string of 47 at the Civic alleys. Mal has no alibis, but it has been said that he had partaken of that celebrated macaroni we read of in last month's *Review*, before bowling that evening.

Quite a few had the pleasure of hearing John Santoro play the piano at Bird Hall one night recently. It is rumored that John is quite a Charleston and Black Bottom dancer. Here's hoping we may see him in an exhibition dance before long.

Signs of spring. Otto Ross and J. Hiram Deviney were recently talking about daylight saving, and of course these two Westwoodites are strongly in favor of the same.

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Ralph Kolseth *Charles Seavey*
Richard Stoddard *John White*
L. M. Pratt

Elmer Ecklund, our popular fisherman, almost lost his car recently while going to Boston with a friend. Both were smoking cigars. Elmer was puffing away like a Swedish battleship making for open sea. Shortly after lighting up he smelled something burning. Being a gentleman he did not inquire about the brand, but kept on smoking. Suddenly his anatomy became warm, and on investigating he found that the seat was afire. With the aid of his friend, Elmer extinguished the fire and proceeded.

Says Elmer, "Cigars are acceptable, but no more Roman candles."

Jim Constantine has been transferred to FF. Good luck, Jim.

John Graham and Joe McGregor went to a football game last Saturday and they know the score. Jack tells us that the report that he did not know the score of the previous Saturday's games was erroneous.

We are glad to see Ted Mechenzie back again after his illness.

Ed Lincoln figured in an auto smashup recently, but as far as we can learn it was not beneficial as Ed had to pay his own expenses.

We regret to learn that Tony Strukele has to undergo an operation at the Norwood Hospital, but we all hope that he will be back with us again in a short time.

"Jep" has unknowingly caused considerable discussion over the mysterious numbers that he has placed on the floors and posts all over the mill. One suggested that a secret meeting was to be held, but who, where, and when could no tbe answered.

Bill Sebel, FBF, came in with a smile the other night, and we found out shortly afterwards that it was caused by the arrival of a baby girl at his house. Congratulations, Bill.

Carl Petersen spent two days with friends in Brooklyn during the month.

We send our sympathy and good wishes to August Johnson, now in the Norwood Hospital following an operation. Hope to see you soon again, August.

And we are glad to hear that Roy Packard is getting along so well. It's been a long siege for Roy, but he'll be on his feet soon.

Harold Edgar Reed, oldest son of Mr. and Mrs. F. G. Reed, has entered Northeastern University to study electrical engineering. Harold is a graduate of Norwood High School, Class of 1926. We wish him the best of luck.

Congratulations to Alden Boothby, who appeared in the FB yard some time ago driving the first addition to our 1927 automobile family. Name, Buick, and equipped with everything except a "venturi" meter. Thus, Alden's lone lament.

The big thing among the happenings at FB last month was Coleman Foley's "new shingle." PBL please note.

We are glad to see our friend Harold "Ike" Miller of FBE, captain of the new basket ball team, back to work after an attack of grippe.

We have been asked if the terms "parking space" and "parking place," were synonymous. And to define the difference, if there be any. Those among the bowlers who thought that any old place was as good as some particular space found out the other night that the difference was likely to be about $5.

The new repair shop at FB will be officially opened within the next few days. We plan to do a Jordan and March jubillee act, by broadcasting the event through station FBSM, with Bill O'Donnell at the "mike."

The following is a true story, and is neither colored nor shorn. What is said for Tony could well be said for some others:

Here's a toast to Tony Millus, from the boys around FB:
Where Tony is the oiler, who helps the wheels turn free.
This Polish son, with can and gun, is grease from head to knee,
But we'll stake our felt that beneath his belt
There's a man, if men there be.

He strives all day to earn his pay, and when his work is done,
He'll pull and tuck, with saw and truck, long past the set of sun.
And should you ask his reason why, you'll learn his great desire—
Is first to send his babes to school, and then a little higher.
"Long may he live! And by reward, his children's greatness see."
That's the toast to Tony Millus from the boys around FB.

Hamilton, Ont., Mill

Miss L. O. Stephenson *H. Coutts*

Last month the Hamilton Office reported no visitors, but this month we were glad to see W. R. McNeil and C. P. Cowan from the Montreal Office. Also C. Gandy of Gandy&Allison, one of our good Maritime Dealers.

Eddie Cox of the Hamilton Mill is thoroughly convinced that spring is just around the corner, as he reports seeing a lively caterpillar around the Mill on February 8.

We wish to extend through this column our best wishes to Mrs. J. P. MacDonald, who has been seriously ill for the past few weeks. Mr. MacDonald is our Northern Ontario representative.

Friends of Mrs. R. W. MacLaren, nee Miss Marjorie Brunton, formerly of the Hamilton Office, will be interested in a cable gram recently received announcing the arrival of Robert W. MacLaren, Jr., Hamburg, Germany.

Henry Coutts of Hamilton, as he looked a few, or more, years ago

During the winter season the Tennis Stars have turned into bridge enthusiasts—Mr. H. L. Balch is staging a bridge tournament at noon hours. The girls of the Hamilton Office also enjoyed a delightful evening of bridge at the home of Grace MacDonald. Miss Kathleen Barker entertained at the piano, after which a dainty luncheon was served by the hostess, followed by other musical numbers by Christine Powlesland at the piano and mandolin, and Grace MacDonald on the ukulele.

Look for the picture of Harry Coutts, Montreal plant, "taken in his younger days." Someone must have had the Hamilton Review Correspondent in mind when they saved this excellent picture of Harry and we certainly appreciate the contribution.

Mr. Canfield has just returned from a short business trip to Winnipeg. We believe the 32 degrees mentioned on his return had something to do with his brief stay.

George Schnabel and "Wes" Clark were on the sick list for a few days, but are back with us feeling fit again.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

The Chicago office has given a new meaning to the term, "Bird family." It boasts of three sets of sisters, whose pictures appear elsewhere in the notes. Can other plants or offices equal this?

The engagement of Marge Thompson of our Stenographic Department has been announced.

The new roofing "Scene-in-action" display has attracted much attention at the lumbermen's conventions, and many dealers have decided to use one as part of their advertising program.

Lorenz Bozner of Herfeld, Germany, who is over here studying American methods in the manufacturing of roofing, spent several days at the plant recently.

Dealers who visited the plant during the month include: Mr. Hoffman and Mr. Coleman of the Ohio State Lumber Co.; Mr. Sceurman of the Acme Roofing Co.; H. L. Kopenhager, Yard Manager, T. H. Rogers, Lbr. Co.; Aug. F. Weinel, Columbia, Ill.; Charles Wright, Lacroose Lumber Co.; Mr. Cotton, Cottom Lumber Co.; Mr. Hinman, Hinman Bros., and Mr. Harry Thornton, one of their salesmen; and Mr. Peel of the Dupo Hardware and Lumber Co.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

Guptile Fillmore has graduated from the Lizzie class to a brand new Whippet sedan.

Three sets of sisters at Chicago Building and Roofing Office. On the left, Anne and Marie Kelly; right, the Johnson twins, Frances and Edith; in front, Mrs Zummer and Mrs. Andries

A baby girl was born to Mr. and Mrs. Stanley Moore on Friday, January 28. Congratulations, Stan, even if they are belated.

We welcome Lester G. Evans as a new member of FFSM.

Thomas Durkin of FFP has been seen training for next year's baseball team.

Mike McClogan is his able trainer. The Floor Covering should have pretty good material by the time the season opens.

Howard Ellis is a new hand in FFR.

Melvin White and Dan McMillan have been transferred from FFR to FFG.

William Oblaczynski is a new hand in FFR.

Roland Forbes is another new man in FFR, having been transferred from FXG.

Stanley Barker, sales-training, has started going through the jumps in the various departments of the plant.

Gerald King has gone to CF, having done his stuff at the mill. If he can find as many customers as he did square yards at the mill he will be OK.

Charles Osborn is a new man in FFF.

Miss Arabelle Bridgham is working at the FF office. Very sorry we missed you in the February issue, but better late than never.

With an eye to business and economy "Studie" Quackenbush is going into the rabbit industry, for the purpose of selling fur from said animiles. Walpole women get first chance. He expects to raise these animals for 40 cents each (board and room) and sell the skins for $4. The reason for the change in business from poultry man to rabbit farmer is the fact that roosters produce no eggs, therefore we believe he will be more satisfied and reap more profit from said rabbits.

New men in FFP include: Ellsworth Fisher, Philip Marchand, Lester Matchett, Tony Babonski, Clarence Phillips.

New men in FFB include Gordon Wilson, Miles Madison and Edward Boulter. To all of whom we extend a hearty welcome.

Men transferred from FFP to FFG: John Smith, Murray Russell, William Fyfe, Hugh Davison.

Signs of prosperity, Nelson Phillips has bought a Buick. At last Henry McDonald has purchased a Ford touring car that runs. Roy Young is contemplating buying a new Essex coach. Bill Barton has bought a Buick touring car.

Recently the Class of 1927 of the Norfolk Agricultural School visited the printing machines, to see how Bird's rugs were made.

Several changes have been made recently at the Chicago Floor Covering office. Miss B. Rohr is doing stenographic work for the inside sales department, and Miss E. M. Mayberry is handling the detail work involved in issuing credits.

W. A. Mutch of Hamilton

and will be responsible for all out-going mail. Miss Mayberry has for some time been working in our Accounting Department for Mr. Freeman. We welcome them both into our organization.

H. E. Sawyer, Jr., recently spent a few days in Chicago. The Western Floor Covering Division field managers came into Chicago as a result and conferred with Mr. Sawyer and Mr. Westcott. As usual, an interesting and profitable session was reported.

The Scene-In-Action display has created very favorable comment wherever it has been installed. H. R. Smith claims he is having difficulty in keeping the dealers quieted, because they all want the display at once.

A card was received at the Chicago office addressed to Bird & Son, attention Mr. Neponset. We are still looking for this gentleman.

The following is quoted from a memorandum received from W. B. Moore. This should make the Roofing Division sit up and take notice:

> "Say, here's a hot one—Mr. Johnson of Johnson & Ellison of 217 E. State St., Rockford, Illinois, told me that about eight years ago he was in need of some roofing for a shed, and all he could place his hands on at that particular time was a piece of Bird's Neponset floor covering. He put it on and he says it's just as good today as it was eight years ago. That surely is a fine test for Neponset, as far as being waterproof is concerned. The roof was absolutely waterproof, according to him."

The week January 24 to January 29 was a period of excitement—Spring Market Week! The Magic Rug display caused considerable interest. We also had a lighthouse display which consisted of a lighthouse standing in a rug filled with water. A little boy visiting the display got over-excited upon seeing the lighthouse and dashed headlong into the water without realizing there was water in it. A great many dealers from all sections visited our office during that week.

G. O. Rogers, Sales Manager of the Spokane Paper & Stationery Company, who are our jobbers in Spokane, Washington, visited our office recently. Mr. Rogers and his family are starting on a trip around the world. Mr. Prouty showed them about town.

We have a new addition to our Sales Department—Alice Stanbridge.

Mr. Prouty has recently returned from a trip to Portland and Seattle. He reports that Mr. Davis is a careful driver.

There is no alleviation for the sufferings of mankind except veracity of thought and action, and the resolute facing of the world as it is.—Huxley.

Things that have a common quality ever quickly seek their kind.—Marcus Aurelius.

Variety Holds Sway at Past and Coming Bird Club Nights

VARIETY continues to be the spice of the Bird Club entertainments, and the attraction that keeps up the interest and attendance.

A packed house greeted the Worcester Polytechnic musical clubs on February 18, when they appeared in Bird Hall to give a concert, followed by a dance. Both were enjoyed to the utmost by the 400 or more members and guests that were present.

The committee in charge was as follows: Marshall B. Lee, John E. Curran, Harold E. Fuller, Ernest H. Coleman, Harry Dresser, Ben Sodergren, Sam Kay.

The next entertainment will be held Thursday evening, March 10, at the Clubhouse, and will be for members only. Chairman F. W. Smith of the committee in charge announces that an interesting and unusual speaker has been secured in the person of Brother Gilbert, who will speak on "The Making of Babe Ruth."

Brother Gilbert has been intimately acquainted with Babe Ruth since Ruth's boyhood, and should be able to give us some interesting sidelights on the "king of swat." Other entertainers will be secured, there will be community singing and plenty of good eats.

In short, a good time. Remember the date—Thursday evening, March 10.

Walpole Home Building Company Notes

Real estate and building will be very active this year in East Walpole. The construction of several new houses will start in the early spring.

Did you ever consider real estate as an investment? It is the safest investment you can find. Real estate is the basis of all wealth.

If you are a rent payer, stop and think. Do you realize what it costs you to live in someone else's house. Look over the following and you can see what rent costs with interest at six per cent:

Monthly Rent	10 Years	15 Years	20 Years
$15.00	$2,372.00	$4,189.00	$ 6,621.00
20.00	3,163.00	5,586.00	8,858.00
25.00	3,954.00	6,982.00	11,035.00

If you are paying $30.00, $40.00. $50.00, $60.00 or $75.00 per month you can realize the large amount of money you are paying for a house which will never be yours.

How many houses have you paid for in rent? What have you to show for it? Why do you pay rent? Why not pay it to yourself? Your home can be paid for on the monthly payment plan, the same as paying rent.

Build yourself a home now so that you can enjoy it with your family.

The Walpole Home Building Company, Inc., will be glad to help you select a lot, plan, finance or build your home.

Andrew Philpot has moved from West Roxbury to 6 Rock Hill Street, Norwood.

Touchiness, when it becomes chronic, is a morbid condition of the inward disposition. It is self-love inflamed to the acute point.—Drummond.

"The fault, dear Brutus," says Cassius, "is not in our stars, but in ourselves, that we are underlings."

Fire Brigades are Hosts at Bird Hall Entertainment

FIRE–PREVENTION and no-accident work was given a good boost Monday evening, February 7, when about 257 men attended the Fire Brigade Entertainment in Bird Hall. The meeting took the place of the regular monthly drills of the various local brigades, and members of the plant safety committees and emergency corps, as well as representatives from practically all the surrounding mills, were present as guests of the Bird & Son Fire Brigade.

The meeting opened promptly at 7.30 with a comedy reel, following which Mr. Wyman spoke for a few minutes, outlining the need for fire-prevention and safety work at the Bird plants, and complimenting the fire brigades and safety committees on the work they were doing. A fire-prevention film, "The Danger That Never Sleeps," followed.

Chief J. J. Hannigan of the Norwood Fire Department spoke briefly to the men, commending Bird & Son for maintaining a clean, fire-safe plant, encouraging the fire brigade men in the work that they were doing, and enlisting the support of all present in carrying on the work of cutting down the country's fire losses.

Prizes were distributed by Chief Wyman to the winners in the hose-coupling contests held in January. Reel Co. No. 1, Main Mill, the winners, were given billfolds, stamped with their name in gold. Those composing the company were: Albert W. Smith, captain; Lawrence M. Doane, Frank V. Eisenhaur, George Eisenhaur, and Martin Kane.

Hose Company No. 7, Floor Covering, the "runners up," also received billfolds. The men on this company are, Nelson Phillips, captain; Roscoe A. Shorey, Kirk A. Pond, William F. Fyfe, Samuel J. Steele.

The balance of the evening was taken up with more movies. "Why," a film from the U. S. Steel Corporation, showed many of the dangers in careless and thoughtless habits, in horseplay, in not thinking of the other fellow.

"Paying the Price," from the Traveler's Insurance Co., was a vivid picturing of the result of neglecting small cuts. Few who saw the picture will ever again be guilty of letting a cut go untreated.

"The Menace," another fire-prevention film, issued by the National Automatic Sprinkler Association, dealt with the menace of fires in large industrial plants.

The many comments heard since the meeting indicate that it "got across" the messages of fire and safety work better than any other thing that has been done recently.

Save "Old Ironsides!"

"OLD IRONSIDES"

U. S. FRIGATE CONSTITUTION

THE REVIEW is glad to lend its support to the worthy cause of helping to save "Old Ironsides." Briefly, the proposition is this. By sending a quarter to Rear Admiral Andrews, U. S. Navy, Chairman of the National Committee, at the Boston Navy Yard, you will not only help to restore this gallant old vessel, but you will receive in return for your money a reproduction of a painting of the ship.

The picture is in full colors, size 17 by 21 inches, ready for framing. It is the equal of many marine prints that would cost you $5 or more if bought at an art store. A sample of the print is on hand in the Labor Bureau.

Send a quarter today. It will be an investment in patriotism.

OVER 1000 MEMBERS

SAVE where it is easy and safe to do so. Money deducted from pay if you say so. Four per cent interest.

INVEST where you get a good and sure return. We have paid 7% on shares for nine years.

BORROW when you must. Repayment made easy. Interest lower than elsewhere.

NEPONSET CREDIT UNION

MILL OFFICE BOWLING VICTORS IN FIRST HALF

Gas House and Bowery to Continue the Battle; Mill League Near Close With No. 2 Box Shop Leading

GENERAL GRANT, or J. Caesar or somebody, once said, "We will fight it out along this line if it takes all summer." Which quotation aptly summarizes the bowling situation at Bird & Son.

This Office League, which started as a result of a more or less friendly match between the Triangle gentlemen and the Credit bowlers, has made the well-known battles of the hockey leagues look like a game of parlor ping-pong.

The first half of the season ended with a bang on Friday evening, February 25, when the Mill Office, leaders in the Bowery section, took the Drafting room, Gas House leaders, into camp to the tune of three points.

This match came only after three teams in the Monday section had bowled off a tie for first place the night previous. The Box Shop, Drafting Room and Triangle Building were deadlocked at the actual close of the season, making a bowl-off necessary, which resulted in the Drafting Room leading, Box Shop second and Triangle Building third.

The Mill Office's lead in the Thursday section was more decisive, this team having won 17 points and lost but three.

And before the smoke of all these battles has had a chance to clear, the second half of the season will have started, with a shift of teams. Schedules have been prepared, and will be sent to all bowlers. The following teams are now in the Gas House section, bowling Monday nights: AC, Sales, Main Mill, FB, RC and Triangle. The Bowery Battlers now consist of teams from AA, FF, AS, EF, FX1 and K, and will bowl Thursday nights.

But coming back to the season just closed. The Mill Office, of course, won the prize for team placing first, and the Drafting Room for the team placing second. Eddie Tarr of AC copped the prizes for high individual average, 97, and high individual three-string total, 333. The "A" departments also accounted for second and third individual averages, Hall being second with 95, and Mack third with 90.8. The Cost Department also accounted for high team single, 476, and high team three-string total, 1352.

Following are the fifteen high averages for the first half, scores made in the bowl-offs or championship matches not counted: E. Tarr 97, Hall 95, Mack 90.8, McNeeley 89.10, Stoddard 89.9, Rodd 89.7, Garner 87.11, Downing 87.9, Fred Vietze 87.5, Hawkins 87.5, Young 87.4, B. D. Rogers 87, Phelps 86.8, M. Tarr 87.1, Frank Vietze 86.2.

And following now is the final standing for the first half:

Gas House

	Won	Lost	Per Cent
Drafting	16	11	.667
Box Shop	14	10	.583
Triangle	13	8	.542
Floor Covering	9	11	.450
Cost Department	7	13	.350
Credit Department	5	15	.250

Bowery

	Won	Lost	Per Cent
Mill Office	17	3	.850
Accounting	13	7	.650
Sales	12	8	.600
Store Room	7	13	.350
Cost Accounting	6	14	.300
Building and Roofing	5	15	.250

All of which, in cold figures, tells the story. Those interested, and not afflicted with nerves, chillblains, deafness or total blindness are invited to witness the slaughter any Monday or Thursday night at the Norwood Civic. Let us pass on.

In the Mill League, No. 2 Box Shop is now leading (February 26), topping No. 1 Box Shop by three points, with two matches to go. Jimmie Dine of No. 2 Box Shop staged a come-back against White and Flowers and now has the high individual average of 99.32. Flowers is second with 99.1, White third with 98.34 and A. Sansone fourth with 98.18.

Flowers holds the high three-string total with a 336. Dine's individual of 136 is highest. No. 1 Box Shop holds high team three-string total with 1478, and No. 2 Box Shop has the high team single of 551.

A suvey of the Mill League battle ground looked about as follows on February 26:

	Won	Lost
No. 2 Box Shop	38	14
No. 1 Box Shop	35	17
Floor Covering	18	38
Building and Roofing	17	39

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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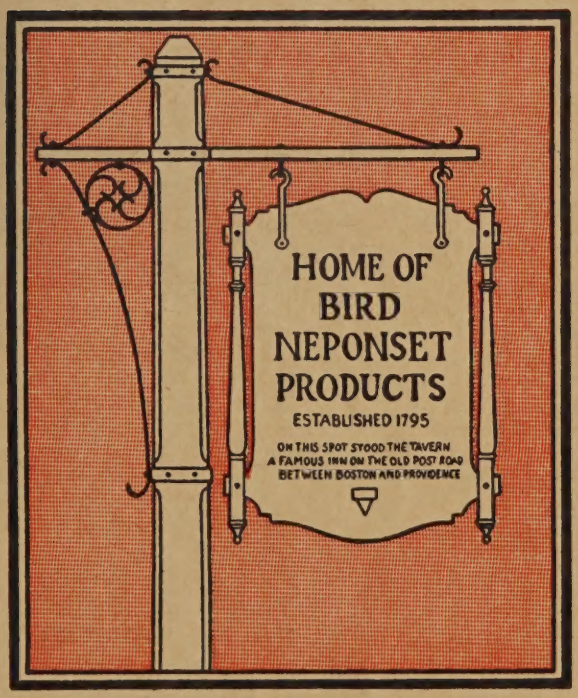
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



Floor Covering Quarterly

VOL. XV NO. 4 APRIL 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, San Francisco, Minneapolis, Columbus

---

Warehouses
Chicago, St. Paul, Dallas, Detroit, Houston, Indianapolis, St. Louis, Kansas City, Grand Rapids, Omaha, San Francisco, Los Angeles, Seattle, Salt Lake City, Brooklyn, Atlanta, Philadelphia, Cincinnati, Richmond, Tampa, Pittsburgh, Everett, Mass., Brockton, Mass., Minneapolis, Milwaukee.

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Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

Vol. XV April 1927 No. 4

A Year's Progress in Home Building

JUST about a year ago at this time we started talking about home building. A supplement was included with the *Review*, showing plans, giving ideas, telling the advantages of home owning, and describing some of the services of the Walpole Home Building Company.

Since then East Walpole has witnessed the greatest building program in years, with similar, though not so easily measured activity in Walpole and Norwood.

Home of William Jackson, FX1, in Walpole

One of the most interesting developments has been on Woodland Road, at the foot of the hill on what was formerly Bird Club property. This development opened up several very desirable house lots on Pleasant Street, Moose Hill Road, and Woodland Road. Five houses have already been erected.

At another development, on June Street, all the lots have been sold with the exception of two or three, and two houses have been erected.

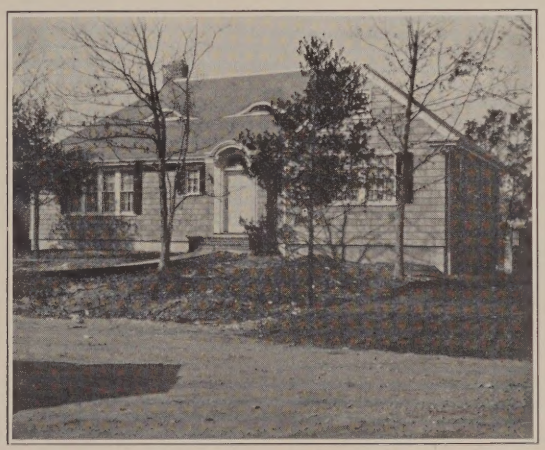
All the lots on Pleasant and Summer Streets, at the "Westview" development, have been sold and several houses have been erected. A new street is now being built at this development which will open up several lots in the rear of Summer Street.

More than fifteen new houses were built in East Walpole in 1926. This is the greatest number ever built in any one year in this locality.

More Bird & Son employees became home owners in 1926 than any previous year.

With no attempt to put them in the order that they were built or bought we find that since April, 1926, the following Bird & Son people have become home owners:

Frank A. Johnson, RC; Albert W. Smith, GC; Ralph M. Wight, FF; Herbert A. Johnson, CA; Ralph B. Kemp, FB; Roy M. Springer, RC; William S. Jackson, FX1; George Murray, EM;



Sam Kay's attractive home on Woodland Road, East Walpole

Santo Damico, FF; Peter Cook, DM; Roscoe Shorey, FF; Edward C. Rafuse, SM; Stuart Nickerson, FF; Sam Kay, EF; Lorenzo Galazzi, FB; Thomas Coyne, DMC; Gunnar Gottberg, EMW; Sadie Elias, FX2.

Frank A. Massey, DMP; Oscar Satirdal, ERE; John Alexanrovicz, FB; Marshall Grant, ER; Guptile Filmore, FF; Alex McDonald, EM; Andrew Stupek, FF; Louis Giompietro, FF; Samuel McLeod, FF; Malte Cucciado, FB; Paul Sansone, FB; Santo Damico, FF; Albert Hammond, FX1.

Ernest Coleman, AC, and Michael Kelly, ER, are the new comers, who will complete homes during the coming season.

Phillipsdale reports that Jimmy Boisvert and Walter Gill are the new DP home owners, with William Livinstone soon to join the ranks.

And at Chicago we have Bill Wilson, John Matcha and Al Bohnenberger, who have become home owners during the last year.

There's what's happening all around you. Talk with these and other men who have joined the ever-growing army of home owners. Let

The Norwood home now occupied by Herbert Johnson, CA

them tell you some of the advantages of home owning.

Consider also this paragraph, taken from the monthly report of the Babson Statistical Organization:

"Where in 1920 there were only 45 home owners to every 100 people in the United States, at the present rate of increase by 1930 more than half the population will own their homes. How fast has been this development during the past few years is evidenced by a study made by the Department of Commerce which showed that, while in 1922 only 40 per cent of the building in this country was for residential purposes, in 1925 it was 64 per cent. The aid which the banks are giving to this movement is indicated by the fact that in July of last year 58 per cent of the resources of all the savings banks in the state of New York was invested in mortgages."

Bird & Son workers at the Norwood and East Walpole plants have an unrivaled opportunity to secure help in acquiring their own home. The Walpole Home Building Company plan provides as follows:

Another Woodland Road home. This is Roy Springer's.

1. Land. The Company has lots for sale in several good locations, and will at all times endeavor ro assist you in securing land in a location you may choose yourself.

2. First mortgage. The Company will show you how this can be obtained easily.

3. Second mortgage money. The Company will aid you in securing all you need for home building, at a low rate of interest.

4. Time payments on the principal. These will be arranged so you can easily afford to meet them.

5. If you leave Bird & Son to go elsewhere, or for some other acceptable reason do not wish to complete the project, the Company will take it off your hands at no loss to you.

6. Plans. There are, in the Walpole Home Building Co. office, many different house plans. You are welcome to examine them, or to bring in your own plan or ideas for advice and criticism.

This is Kenneth Rouillard's home in Norwood

Acceptance and use of the Walpole Home Building plan involves but two obligations other than financial:

1. Building must be for your own occupancy, and must start within a year on the lot you buy.

2. All plans must be submitted to the Company for approval. This means only that they wish to protect the other home builders in any particular neighborhood.

Further inquiries on any angle of your home building problems will gladly be answered at the office of the Company. There will be no cost or obligation.

Last year we talked a good deal about the advantages of owning your own home. This year it hardly seems necessary to do so. The list of nearly 40 Bird & Son home owners given earlier in this story speaks for itself.

Own your own home. It will be a permanent investment in happiness.

BIRD PLANTS GAINING IN ACCIDENT BATTLE

Latest Count Shows Big Reduction Over Last Year's Figures — Real Struggle Still Ahead, to Better Record of May and June, 1926

THE "merry month of March" has been just that, to date, so far as accidents are concerned. Up to and including the 28th, the records showed but one lost-time accident in all the Bird & Son plants.

Last year, during the first three months, we had, not counting Chicago, 32 accidents. This year we have had, up to March 28, only 16 lost-time injuries. That's a mighty good reduction.

Looking ahead, we find that in April, 1926, we had 9 accidents. Can we do better than that this year? Of course we can! In May and June of last year we had 2 and 3 accidents, respectively. That's going to be harder to beat, but it can be done!

We all thought that Nurmi's world record for the mile run could not be beaten, but we have lived to learn otherwise.

So it is with our own accident record. A year ago at this time we were pretty much discouraged by the problem of reducing accidents below the 1925 record. But we did it, to the tune of about 60 accidents less.

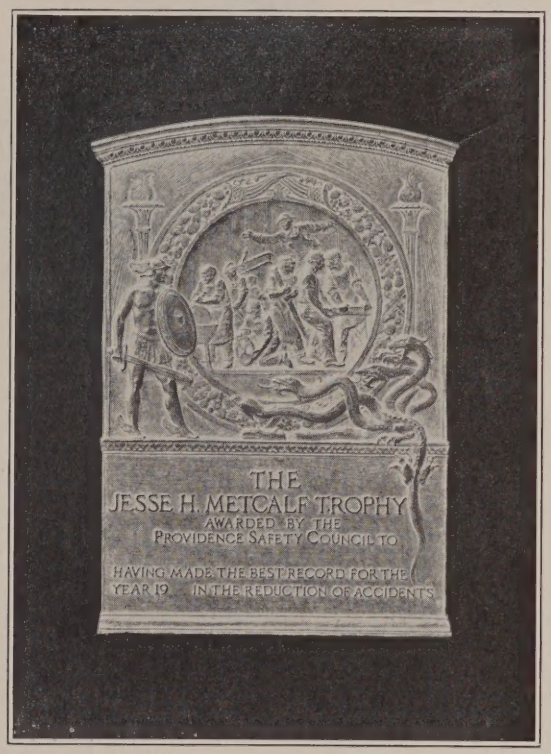
And we can do it again. Start shooting at the April figure today. Remember, last year we had 9. How many will we have this year? IT'S UP TO YOU!

Have all cuts, no matter how small, treated with mercurochrome at once. Infections often result in loss of member—or in death.

Avoid painful strains and costly hernias. Lift with your legs, not with your back!

Be careful when handling rolls, and other material. Watch other rolls. One of them may fall and strike you from behind. Load trucks securely. Don't be the cause of someone else getting hurt.

Wear your goggles.


THE
JESSE H. METCALF TROPHY
AWARDED BY THE
PROVIDENCE SAFETY COUNCIL TO
HAVING MADE THE BEST RECORD FOR THE
YEAR 19 IN THE REDUCTION OF ACCIDENTS

The Jesse H. Metcalf trophy for which Phillipsdale is battling

Today and every day—THINK SAFETY!

The Phillipsdale mill is in competition for the tablet shown on this page, donated by the Providence Safety Council to the local mill having the best Safety record for 1927.

Going back to 1926, and running up to the present writing, DP has gone 5 months without a lost-time accident, and they are still going strong.

BIRD & SON, inc.
1927 SAFETY RECORD
JANUARY 1 TO MARCH 20

PLANT	No. of Men	JAN.	FEB.	MAR. 20	TOTAL TO DATE
Paper Mills	231	1	1		2
No. 1 Box	201		1		1
No. 2 Box	115		2		2
Engine	151	1			1
Fl. Cov.	321		3		3
B. & Roof.	211	2	2		4
Phillips.	102				0
Chicago	80	1	1		2
TOTALS	1472	5	10	0	15

IN APRIL 1926 WE HAD 9 ACCIDENTS

LET'S LOWER IT THIS YEAR!

No. 2 Box Shop Team Wins the Championship in Mill Bowling League

No. 2 Box Shop team, champs of the mill league. Back row, left to right: John Costello, Tony Sansone, James Dine. Front row, Bill Murphy, Fred Duncan.

AT the end of a close, exciting race, with the winner never a certainty, the No. 2 Box Shop bowling team came out on top in the Mill League. The winning team, however, took the lead at the start, and was never overtaken during the whole season, although often close pressed.

Jimmie Dine of the winners won high honors with an average of 100.5 and his team also captured the high team single string with 551, and the high team three string total, with 1480. And in addition to that, Dine took the high individual single string with a 136.

The runners-up in the individual average were: White, 99.19; Flower, 99.1; and Sansone, 98.20.

Charlie Flower took the prize for high three string total with a 336.

Because of the ruling that a man could take but one prize, the following men on the various teams are entitled to prizes for three string totals: Duncan of No. 2 Box Shop; Keefe of No. 1 Box Shop; Hills of Floor Covering, and Ted Smith of the Building and Roofing.

Following is the standing at the close of the season:

No. 2 Box Shop	44	16
No. 1 Box Shop	41	19
Floor Covering	18	42
Building and Roofing	17	43

Card of Thanks

We wish to express our sincere thanks and appreciation to Mr. and Mrs. C. S. Bird, Mr. and Mrs. G. R. Wyman, the EMBA, and to members of departments DMC and DMH, and all others who by thought, word or deed expressed their sympathy during our recent bereavement.

Mrs. John J. Cullinane,
Timothy A. Cullinane,
Mary C. Cullinane.

Baseball and Tennis Will Soon Bid for Support of Bird Fans

ATHLETICS at Bird & Son are going strong during the present hectic bowling season, and the future gives promise of continued activity and interest on the part of more Bird & Son workers than for some years past.

The stories on bowling have appeared in each *Review* during the season. Two leagues have been holding forth, one from the Office, and the other from the Mill. Four teams in the Mill league and twelve in the Office have given an opportunity to well over a hundred men to get acquainted with men in other departments, to improve their bowling, and to have a good evening's exercise and fun.

Baseball is now in the offing. Bird & Son will have a team on the diamond this year. There has been some discussion of local industrial teams combining to form representative teams from the surrounding towns of Dedham, Norwood, etc., but nothing definite has been done as yet.

In any case an opportunity will be open to all who desire to try out for the team. No definite practice sessions will be held for a while, but candidates are urged to get in trim. Anyone interested, and who is coming out for the first time, should report for the present to Al Smith at the Labor Bureau, until a regular manager is appointed for the season.

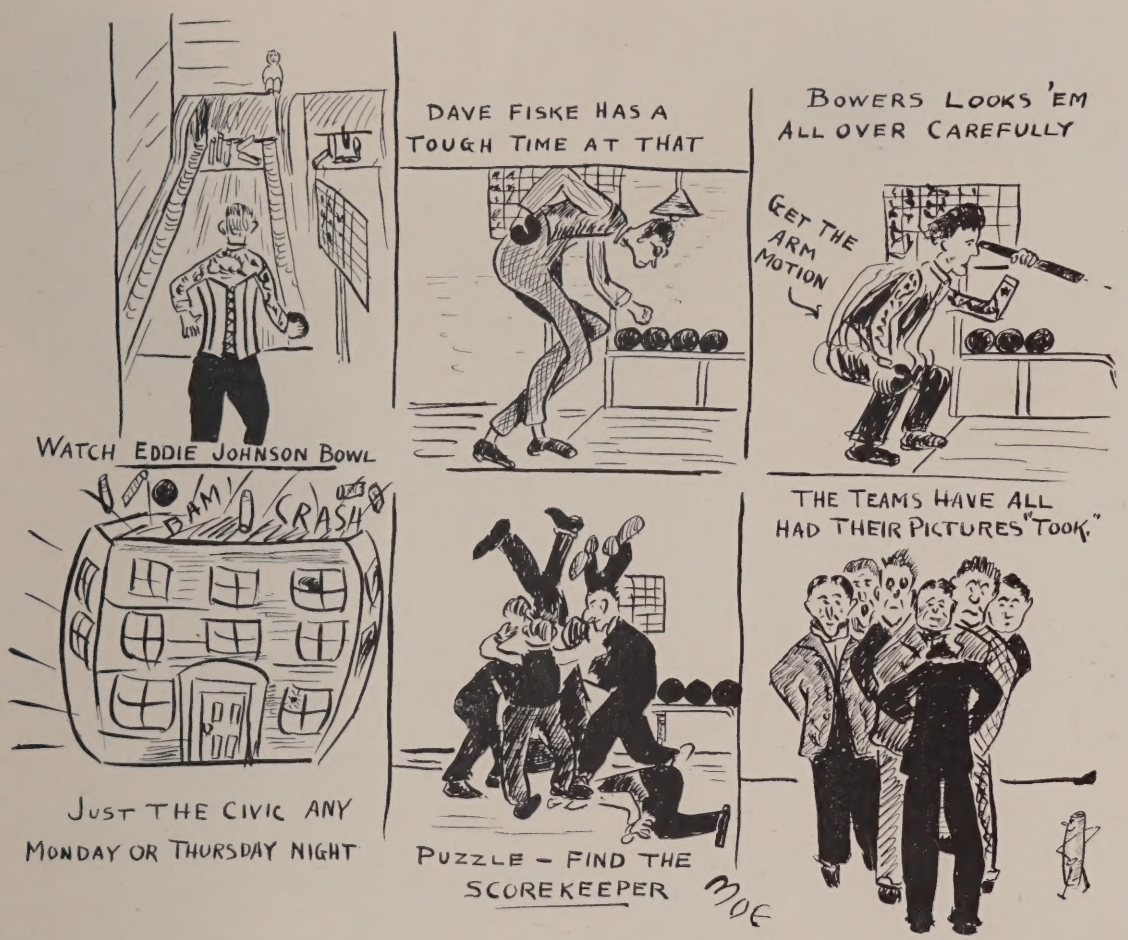
While there is some doubt as to just when it will be ready, with the sod in playing condition, the new ball field near the No. 1 Box Shop will certainly be in use before the close of the season. The field should make a perfect diamond. It is level, well sheltered, and great care has been taken to have it as good a playing field as possible. A grandstand is provided for spectators.

The tennis enthusiasts will be interested to know that the usual tournament will be held. This year it has been suggested that the contest take a different form, which will allow anyone whoever as much as looked at a tennis racket to get into the game. Special groups will be organized, according to ability. The sub-dubs will play amongst themselves, and decide their champion. The dubs will do the same. So will the pretty-gooders. And so will the champs. Then there will be a championship tournament in which the winners of the various divisions will play each other.

Plans are also under way to re-organize the East Walpole Tennis Club, with an election of officers, new rules regarding use of the courts.

Those interested in purchasing supplies for any form of athletics should get in touch with Al Smith. An unusual opportunity to buy high grade athletic supplies well below retail cost is offered.

OFFICE LEAGUE NEARS CLOSE; PIN BOYS REJOICE


WATCH EDDIE JOHNSON BOWL
DAVE FISKE HAS A TOUGH TIME AT THAT
BOWERS LOOKS 'EM ALL OVER CAREFULLY
GET THE ARM MOTION
BAM!
CRASH
JUST THE CIVIC ANY MONDAY OR THURSDAY NIGHT
PUZZLE – FIND THE SCOREKEEPER
MOE
THE TEAMS HAVE ALL HAD THEIR PICTURES "TOOK."

AS we write this, the bowling season is nearing its close. Two more sessions in each division, then the championship match. While definite arrangements have not yet been made, it is probable that a banquet will be held by all the teams, both in the Office and Mill Leagues.

It has been a tough season for the alleys, the pins, and the pin boys. A complete outfit of new pins was set up one night, and, judging from the three-alarm riots that have been staged some evenings at the Norwood Civic, it seemed at times almost as if they would need a new building.

But alleys, pins, pin-boys and the bowlers themselves have managed to survive.

The second session has not seen quite such high scores as the first half. Stoddard leads in the Monday night section with 119 for a high single string total and Bailey and Mack are tied with 113 in the Thursday night division.

The Triangle team holds the record for the three string total, with a 1277, while AS leads the Thursday nighters with a 1321. All these scores are as of March 25. Following are the first 15 men, with their averages as of March 25:

Tarr, AS, 98.10; Downing, FX1, 97.4; Hall, AA, 96.6; Nickerson, FF, 96.1; Mack, AS, 93; Rogers, G, 91.3; Tarr, K, 90.5; Rodd, AC, 89.6; Rafuse, K, 89.4; Schaier, EF, 89; Stott, K, 89; Fuller, GL, 88.2; Jones, AS, 88.1; Mellin, AA, 88.1; Jepson, FB, 87.9.

Following is the standing of the teams as of March 25:

	Monday Won	Lost	Per Cent
FB	13	3	813
Mill	9	7	563
Sales	8	8	500
Triangle	8	8	500
AC	5	11	313
RC	5	11	313
	Thursday Won	**Lost**	**Per Cent**
AA	12	4	750
K	11	5	687
AS	10	6	625
FX1	5	7	417
EF	4	12	250
FF	2	10	167

WHAT DO YOU THINK OF THESE, WATSON?

Who are these men? Both work at the Building and Roofing mill. The one with the iron hat sometimes reminds us of a certain part of the State House. The other, though born in Ireland, reminds us of the Scotch.

NOW, where have I seen that face? Ask yourself that question, and then guess who these "whozits" are that we are running each month.

To come down to brass-topped, sharp-pointed disguises, last month's photo was of G. R. Wyman. We had many guesses on it, one gentleman stopping us on our way through the Box Shop to tell us that he knew for sure that it was Dick McCabe, night watchman.

But you get the idea of the clues given each month. Mr. Wyman has a "low yet a high office"—the Mill Office is lower than any other, and he is Manufacturing Manager, which is certainly a high office. "He sometimes carries a lantern—." As chief of the Fire Brigade he does just that, whenever there is a fire.

This month we go to the Building and Roofing plant. Next month, we don't know just where. Have you got, or can you obtain, any old-time photos of yourself or your associates? Send 'em in. Remember, though, to get permission from others to use their picture. We don't want to be sued for defamation of character or something.

A Bank Account With Life Insurance

THERE is a story going the rounds concerning a business man who posted a "time schedule" for callers on the door of his office. According to the schedule, various people were allowed a certain amount of time for a call or interview. It read, in part, something like this: "Friends on personal calls, 2 minutes; Friends with "sure fire" scheme, 1 minute; Book agents, 30 seconds; Pan-handlers, 15 seconds; Life insurance agents, 5½ seconds."

This is about life insurance. We can't give you the message in 5½ seconds, but it may be worth your while to spend a little more time with this story. There are more than 50,000 people in Massachusetts who have taken advantage of Savings Bank Life Insurance, which is what this story is about.

Among the many policies that Savings Bank Life Insurance offers you is the "Ten Year Savings Insurance Plan." This combines an insurance policy with a savings account, to accumulate $1,000 in ten years. Doesn't that sound interesting?

Again, you may take out any one or more of a dozen or so different forms of policies in amounts varying from $50 to $10,000. You'll agree that it's hard to obtain $50 worth of insurance from a big company. You should have more, of course; but Savings Bank Life Insurance gives you a chance to start with a small amount and build up.

Savings Bank Life Insurance costs less, too. It is handled by several savings banks throughout Massachusetts, under the supervision and administration of the State, and is regulated by State laws. More than $43,000,000 worth of this insurance was in force in 1926. This large volume, together with the savings effected by doing away with a selling organization, enables you to get equal protection with any other kind of insurance, at a lower premium.

And there are no agents to take up your time. If you will call at the Labor Bureau, further information will gladly be given, and sample policies worked out for you. There is no obligation.

There is merely an opportunity there for a worth-while investment.

Veterans' Service List

JOHN M. "PROFESSOR" SMITH is the oldest old timer for April. He started here in 1879, working first in the beater room, then as fireman, engineer, teamster, repair man, piper, finisher, in fact all jobs except on the paper machines themselves.

Until recently he had worked for 20 years in the beater room. His father, James Smith, worked on boilers and in sorting room for about 35 or 40 years. The "professor," as he is known to most everyone, is now working in the new DM14 building.

Following are the names of those who complete five, ten, and fifteen years' service with the company in April, together with those who complete over twenty years with Bird & Son:

		Years	
John M. Smith	4– 9–1879	48	Finishing Mill
Michael Reardon	4– 4–1894	33	On leave of absence
Frank Fisher	4– 3–1895	32	Safety Inspector
John Linnehan	4– 7–1897	30	Paper Mill
George Doderer	4–17–1897	30	Paper Mill
John Hale	4–11–1899	28	Paper Mill
Edward Bonner	4– 1–1900	27	Paper Mill
Kenneth McLennon	4– 9–1900	27	Paper Mill
George W. Towle	4– 1–1901	26	Roofing Sales
Michael Powers	4– 5–1901	26	Maintenance
Mary Sline	4–11–1901	26	Box Shop
Coleman Howe	4–21–1901	26	Main Mill
Fred W. Shepard	4– 1–1902	25	Janitor
John Spillane	4– 9–1902	25	Main Mill
Gustaf Johnson	4– 1–1903	24	Building & Roofing
Patrick Hessian	4– 4–1903	24	Maintenance
Halburton Dobbins	4–25–1903	24	Store room
Arthur Connelly	4– 8–1912	15	Box Shop
Charles Geigol	4–15–1912	15	Paper Mill
James Porshinsky	4–22–1912	15	Building & Roofing
Tony Milus	4–29–1912	15	Building & Roofing
Eugene Donicelli	4–17–1917	10	Building & Roofing
R. E. Koebe	4–23–1917	10	Box Shop
Joe Akunewick	4–10–1922	5	Building & Roofing
Bertha Chessman	4–24–1922	5	Main Office
	PHILLIPSDALE		
James Casey	4–12–1917	10	
Michael Kurda	4–20–1917	10	
William Callen	4–25–1917	10	
William Shaw	4–27–1917	10	
Frank Sousa	4–30–1917	10	
John Phoma	4– 3–1922	5	

John J. Cullinane

WE record with regret the passing on March 10 of John Cullinane, for nearly thirty-seven years a valued worker for Bird & Son, inc. He passed away at his home on Hemlock street, East Walpole.

He was born in Ireland fifty-eight years ago and came to this country at the age of eighteen. He started work with Bird & Son in October, 1890, in the paper mill, where he worked until his death.

Mr. Cullinane will be missed by a host of friends in this company, and in Walpole and Norwood.

How Many Can You Answer?

WHEN you have finished with the "what do you know" column in your metropolitan daily, try your hand at these questions regarding Bird & Son. Answers on last page in this month's issue.

1. When was the firm of Bird & Son established? (All together!)

2. Next to Mr. Bird, who is the fellow-worker with the longest service record?

3. How many paper machines does Bird & Son run at its East Walpole and Phillipsdale plants?

4. What is the smallest article made by Bird & Son?

5. Give within 200 the number of fellow-workers at all Bird & Son plants and offices.

6. What three services does the Neponset Credit Union offer to fellow-workers?

7. Who are the sales-managers of the Floor Covering, Roofing, Box and Special Papers divisions?

8. What are the prizes offered in the Suggestion Contest each year?

9. When were the following plants established: (a) Norwood roofing, (b) Norwood Floor Covering, (c) Phillipsdale, (d) Chicago?

10. Where does the Neponset River end?

Mystery Afoot at Bird Club

WHAT'S it all about? No one knows, or at least, no one is telling. Vague hints of "a millionaire for a night," real prizes for the lucky ones, and a general good time for all, are the only bits of information that leak out from the committee in charge of the next Bird Club entertainment, Thursday, April 14, at the Clubhouse.

That's all we can find out, except for the instructions to all Club members to watch for further announcements.

About 150 members gathered at the Gymnasium Thursday evening, March 10, to hear Brother Gilbert of the Mission Church school in Roxbury tell what he knew about Babe Ruth. Brother Gilbert was in Baltimore when Babe was playing there prior to joining the Baltimore Club.

He told, in a breezy way, a great number of "Ruth" anecdotes, liberally sprinkled with humorous stories. He was very entertaining and kept the crowd with him for an hour and a half. Harold Fellows and Joseph Law entertained with songs and piano solos. There were smokes and refreshments after this enjoyable meeting.

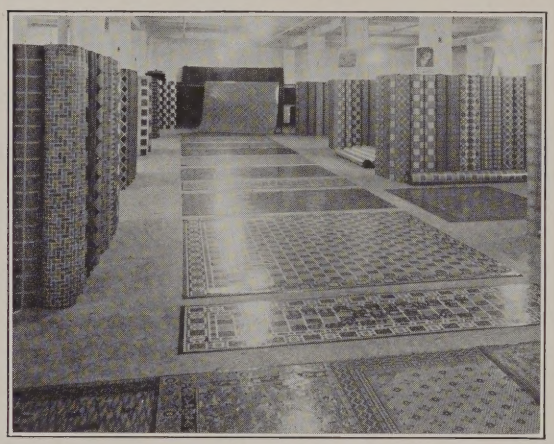
The committee in charge was Frank Smith, chairman, Leo Bernier, Herman Nordstrom, Ben Sodergren, Jack White, Arthur Wilson.

BIRD & SON SALESMEN'S PAGE

THIS month's page is mostly Floor Covering, which is as it should be, since this is the "Floor Covering Quarterly." Space still scarce, so we'll start right off with a story from R. B. Wadsworth, entitled, "Service Plus."

"Transfer shipments are usually arranged for by the salesman on the territory, and then carried out at the convenience of the two parties to the contract, plus the services of an express company or some similar medium of transportation.

During the past year I have done quite a bit of this transferring with my own car, while making my regular rounds, and



Interior display in Edwards' Store, in Buffalo, N. Y.

find that in every case I have been more than repaid for my inconvenience and trouble by the customer's appreciation of what one might call this "service plus."

Of course I don't mean to infer that the majority of transfers in the territory are handled in this way, but when a dealer needs some particular rug in a hurry, and the mill stock is temporarily depleted, I locate the rug at another dealer's store, lash it on my car, and either deliver it myself if I am in his vicinity within the next few days, or turn it over to the nearest express office.

This assures prompt service, and the rug usually arrives in time to complete the sale, which is not always the case when left to the latter dealer to transfer at his own convenience."

R. B. closes by saying that at first he used to carry just one rug, but that recently he loaded his Essex with two seven-and-a-half by nine rugs and six rolls of lining felt, and says that this effort netted him a good order not so long afterward.

A brief note from Clark Drummond, New York Office, informs us of the arrival, on March 5, of Audrie Louise Drummond. Clark gave away 78 nine by fifteen rugs to all callers on the following day.

Here's something from J. H. Dunnell, Building and Roofing:

"As you ramble on through life, brother,
Whatever may be your goal—
Keep your eye upon the doughnut,
And never mind the hole."

Brief note from E. C. Battle, Western Floor Covering, says:

Did you know that I live in a Bird house. We have Bird's roofing, all new. Mr. Long, a Bird salesman, downstairs, and we are upstairs. They call it the "House of the Long Battle."

As long as they don't call it a cuckoo house, E. C., it's O.K. with us.

From way out West comes a contribution, with a note attached, saying, "Is it true that the goat has spring fever? Feed him a little of the attached, but don't let him have it all at one time.

The "attached" concerned one "Red" Smith. We fed it to the goat. He is convalescing slowly. So we're not going to print it. In case you want to know, Red used up a dozen or twenty-nine sheets of good hotel paper to tell us that gentlemen do *not* prefer blondes.

News from the "front" in Florida is still interesting. "Andy" Borgh sent in the following, in addition to material used elsewhere:

So many people assume that there was a lot of money spent in Florida, that when talking about this wonderful state, one of the first remarks is, "Well, who did make money in Florida?" Listen, folks, to this one. It will particularly interest furniture men, and those who talk abour "rapid turnover.

The scene is a 50 by 30 foot store at West Palm Beach. It is called the Economy Furniture Store. It is owned and operated by Babcock and Cathew and it ran a normal course until the magic finger of the boom changed a small town into a big city almost over night.

All through the enormous building program this store remained unchanged in appearance, except for the addition of more salesmen, and a more crowded interior. From this store two carloads of bed springs and matresses would often be sold in a day. And the other items of a furniture store would go out in such quantities that one would wonder where it was all going. Nearly $400,000 worth of furniture was sold from this store, with a dozen other stores, larger in floor space, competing.

And you travelling salesmen. A dozen or more of the regulars down here made from $25,000 to $50,000 peddling furniture during 1925. Yes, sir, and paid an income tax on it, so that isn't just a noise.

Don't change your line and come down, though. Those days are gone forever.

We have a good story from N. F. McCann on hand for next month. Any others?

Recent Developments

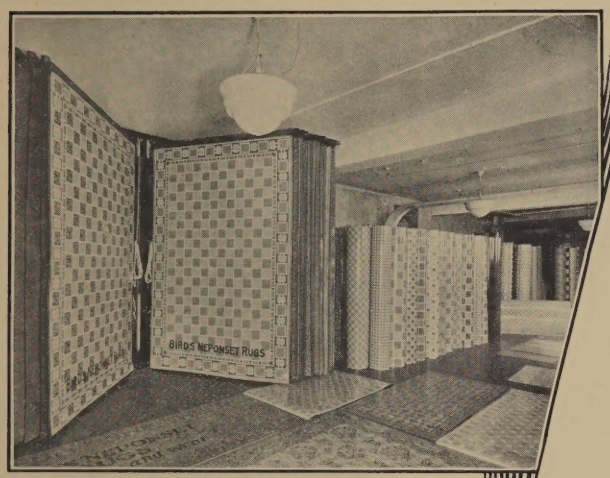
ONE of the most interesting recent developments, so far as Bird's Floor Covering and Rugs are concerned, has been in patterns. The Bird patterns are now without equal in the felt base industry. In fact if we, as makers of those patterns, had any complaint to offer, it would be that all of them are too popular.

Every single design is in constant demand. No. 870 Rugs, and 344 Floor Covering are causing the production fellows to tear their hair, and see orange and green tiles at night. The new damask patterns are going strong.

BIRD'S NEPONSET REVIEW

Floor Covering Dealers' Supplement

THOSE WHO KNOW TELL HOW NEPONSET SELLS



GILCHRIST COMPANY
BOSTON

Mr.W.B.Rogers,Jr.,
Bird & Son Sales Corporation,
East Walpole, Mass.

My dear Mr.Rogers:

In reviewing our business on hard surfaced floor covering for the past eight years I find it is very surprising to see how our sales have increased on Bird's Neponset Rugs and Floor Coverings. I find it to be the fastest selling line of felt base goods on the market, due to the fact that you are always on the look-out for new ideas by consulting the retailer. The patterns sell themselves. The quality today is by far the best on the market, having been improved from year to year. The improved wax back is another added feature and makes a great talking point for the retail salesman.

I have always found Bird & Son ready to cooperate with us in every way, especially with window displays and dealers' helps. This service always helps create business and is an asset to the retailer. Your policy is open and above board and I have always found Bird & Son to be straightforward in every transaction, prompt in delivery and ready to cooperate.

I thought you would be interested to know how the Gilchrist Company feel toward Bird & Son and hope that our pleasant relations will continue in the future as they have in the past.

Very truly yours,
GILCHRIST COMPANY

Photos and testimonial letters from the Gilchrist Co.

ONE of the best advertisements of any product is the good word of those who buy and sell it. A manufacturer may proclaim the virtues of his product, and induce a number of dealers to handle it. But if these dealers are not "sold" on the product, if they cannot themselves sell it in ever-increasing amounts, and at a good return, that product isn't going to last very long.

Bird & Son is now running, in the majority of Floor Covering trade papers, testimonials from the buyers of Bird Rugs and Floor Covering.

Dealers from all over the country have written to Bird & Son, giving their opinions of Bird goods.

These letters are combined with pictures showing exteriors and interiors of stores, window and department displays. Suitable copy is written around them, and the complete advertisement appears in all the trade papers at the same time.

Continued on Page 2

Bird Advertising

One of the advertisements that appear in full color every month in the Saturday Evening Post

IN order that dealers may be fully informed regarding Bird & Son advertising, we are listing here the magazines, and number of insertions in each, of Bird advertising.

The Saturday Evening Post will carry a full page in color once each month, in issues bearing the following dates: April 23, April 30, May 28, June 25, July 23, Augut 20, September 17, October 15, November 12, and December 10.

The Ladies' Home Journal carried full color pages in January and March.

Half-page ads will appear in the County Gentleman every month up to and including December.

The following trade papers will all have full pages, practically every month: Carpet and Rug World, Carpet and Upholstery Trade Review, Dry Goods Merchant's Trade Journal, Furniture Digest, Furniture Age, Grand Rapids Furniture Record, Hardware Retailer, Price's Carpet and Rug News, Southern Dry Goods Merchant, Dry Goods Economist, Chicago Mercantile Economist and Dry Goods Reporter, Southwestern Mercantile Economist and Drygoodsman, Pacific Coast Merchant and Economist.

Continued from Page 1

The accompanying illustration shows pictures and letters from the Gilchrist Company of Boston, Mass., one of the largest department stores in that city.

Note in the letter these striking phrases about Bird goods—""The fastest selling line on the market"—"The patterns sell themselves"—"Quality by far the best on the market"—"Bird & Son always ready to cooperate—your policy is always open and above board—"

Note also that Gilchrist has bought and sold Bird Rugs and Floor Covering for eight years. Bird & Son might, of course, show why they have done so, but isn't what Gilchrist themselves say much more effective?

Turn now to the center pages of this issue. There you will see letters and photographs from other dealers. We have not used all the letters, nor all the photographs. The photos numbered 1 and 3 are from the Sterchi Company, which operates a chain of 21 furniture stores in Tennessee, Virginia, Georgia, Florida, Alabama and North Carolina. The contemplated addition of 15 stores will bring this total to 36 by the end of 1927. Note that Neponset finds its place in their windows.

The letter numbered 2 is from the Rountree Furniture store, Richmond, Virginia. Says Mr. Eanes, among other things: "Your local warehouse is very efficiently conducted, making it possible for us to carry a minimum stock." Just below, No. 5, is shown the attractive front of the Rountree store.

The Alamo-Peck Furniture Co., Inc., in San Antonio, Texas, open their letter, No. 4 in the spread, as follows: "We want to take this opportunity to express our appreciation for the fine cooperation you have given us in support of our "Neponset" week, which we must count as one of the best and most constructive departmental sales we have ever conducted in our store."

A simple but effective interior display in the Alamo-Peck store is shown just to the right, numbered 6.

Below the Alamo-Peck photo is a letter from the Fair Store, Binghamton, N. Y. The letter is longer than any of the others. But it will bear careful reading. Nor is their experience unusual. Just above the letter is a picture of the Fair Store Floor Covering Department, with a solid background of Bird's Neponset.

In the lower right-hand corner appears a letter from the Kresge Department Store, Newark, N. J. The second paragraph is interesting: "Your cooperation in regard to window displays, direct mail advertising campaigns, etc., have helped us materially, and we have every reason to believe that this coming season this particular line will go over big."

NEW DEALER HELPS GET ATTENTION EVERYWHERE

Boston Stationer Asks Use of "Scene in Action" Unit; "Miss Neponset" Almost Creates Scandal; both Prove Real Selling Aids

Left and right, two of the new cutouts: Center, The Magic Rug unit as it appeared in the window of Saipe Furniture Co. , Chelsea, Mass.

ABOUT four months ago, during the week before Christmas, Bird salesmen from all over the country gathered at East Walpole for the annual convention. Among the subjects discussed were the new 1927 Dealer Helps.

Following a short talk, the hall was darkened a little, a mysterious looking box was brought forth, the front removed, a switch thrown, and the "Scene-in-Action" display was given its first public showing. Dead silence reigned for a moment, then it was broken by prolonged applause.

Since then this beautiful unit has been drawing crowds to dealers' windows throughout the country.

The "Magic Faucet" display, is now outdone in attention-value by this new unit, showing a Bird Rug, carrying an attractive young lady flying through soft-colored clouds. As the photograph shows, it gives the appearance of a framed picture. On the glass front is mounted the girl on the rug. When this front is removed, a clever arrangement of lighting effects is brought to view. At either end of the frame are two large electric light bulbs. Over these are suspended long cylinders, made of a light, transparent material. The surface of these cylinders is colored. When the lights are turned on, the cylinders revolve, driven by the heat thrown out from the bulbs. The lights shine through the cylinders and throw the moving colors on the glass in the front of the display, thus giving a perfect illusion of flying clouds, which are always parting to let the girl on the Magic Rug come through.

Recently one of these units was drawing crowds to a down-town window in Boston. Shortly after it had been installed, a request came from a Boston stationery firm for the use one of the displays.

Because of their high cost, and the danger of breakage if sent by express, they are being installed only by Bird salesmen personally, who move them from place to place. The salesmen's route books for these Flying Rug units look like the schedule for a million-dollar moving picture. The unit will be installed in as many windows as possible, as soon as possible.

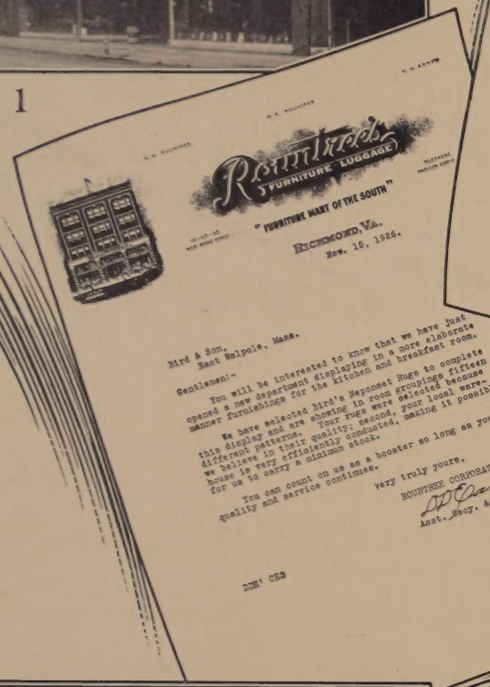
Following the showing of the Magic Rug, the new life-size cut-outs, which had been sitting with their faces to the wall, were turned around and brought forth. The man was shown first, and aroused a ripple of interest—among 150 other men. Then the young lady was brought forth—and what a chorus of "ahh—hhs," and "Oh, boys!"

And during the following months, this young lady has been the center of interest, and the unknowing cause of many amusing situations. A Bird salesman, who makes his headquarters in a bachelor's hotel, set her up in his room, left the door ajar, and watched with amusement the

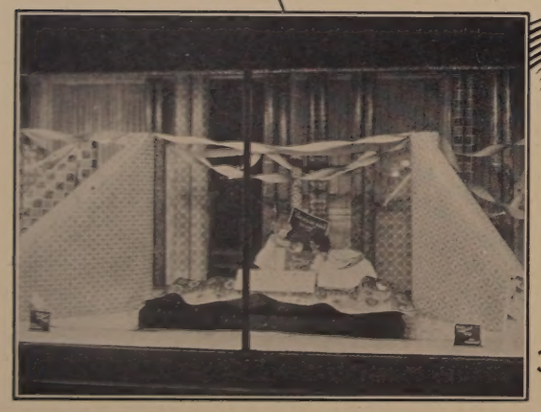
Continued on Page 7

"BIRD'S NEPONSET FLOOR COVERINGS ARE BEST ON MARKET" SAY DEALERS, IN TESTIMONIAL LETTERS

1


Rountree's
FURNITURE LUGGAGE
"FURNITURE MART OF THE SOUTH"
RICHMOND, VA.
Nov. 15, 1926.
Bird & Son,
East Walpole, Mass.
Gentlemen:-
You will be interested to know that we have just opened a new department displaying in a more elaborate manner furnishings for the kitchen and breakfast room.
We have selected Bird's Neponset Rugs to complete this display and are showing in room groupings fifteen different patterns. Your rugs were selected because we believe in their quality, second, your local warehouse is very efficiently conducted, making it possible for us to carry a minimum stock.
You can count on us as a booster so long as your quality and service continues.
Very truly yours,
ROUNTREE CORPORATION,
Asst. Secy. & Treas.
RMW: CES

2



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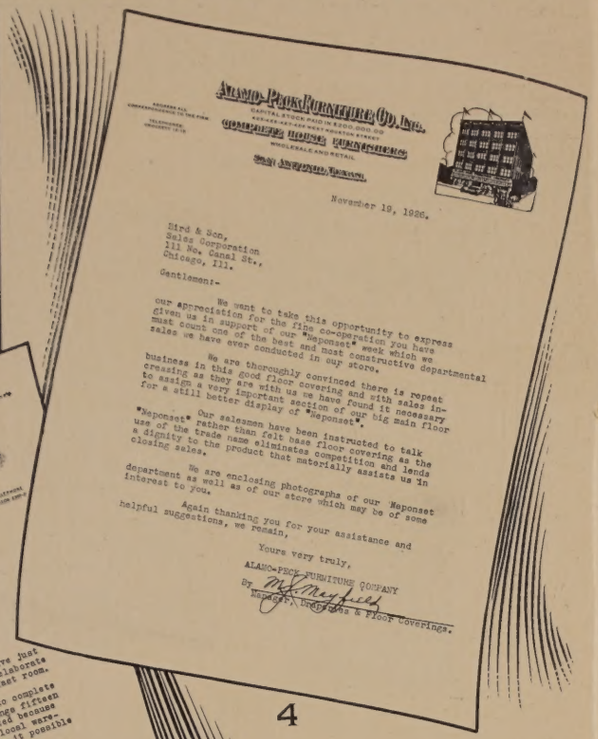
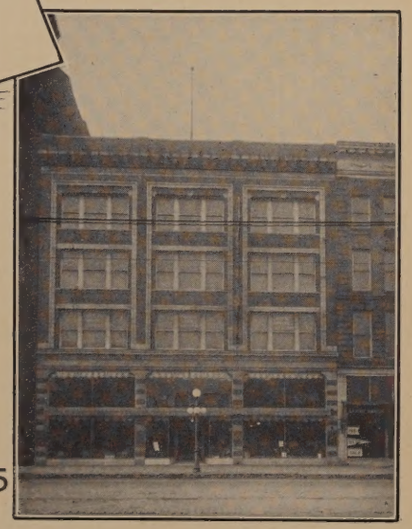

ALAMO-PECK FURNITURE CO., INC.
GOODRICH HOUSE FURNISHERS
SAN ANTONIO, TEXAS.
November 19, 1926.
Bird & Son,
Sales Corporation
111 No. Canal St.,
Chicago, Ill.
Gentlemen:-
We want to take this opportunity to express our appreciation for the fine co-operation you have given us in support of our "Neponset" week which we must count one of the best and most constructive departmental sales we have ever conducted in our store.
We are thoroughly convinced there is repeat business in this good floor covering and with sales increasing as they are with us we have found it necessary to assign a very important section of our big main floor for a still better display of "Neponset".
"Neponset" rather than felt base floor covering as the use of the trade name eliminates competition and lends a dignity to the product that materially assists us in closing sales.
Our salesmen have been instructed to talk
We are enclosing photographs of our Neponset department as well as of our store which may be of some interest to you.
Again thanking you for your assistance and helpful suggestions, we remain,
Yours very truly,
ALAMO-PECK FURNITURE COMPANY
By
Manager, Linoleums & Floor coverings.

4



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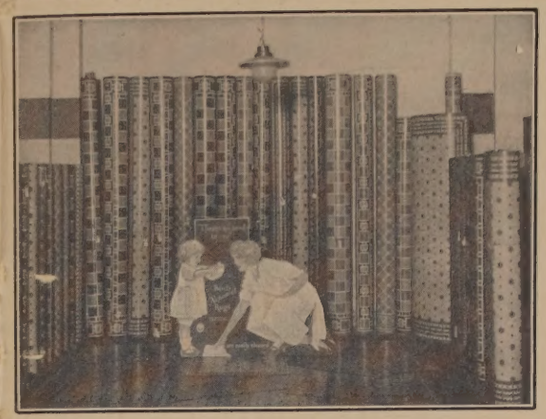

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is everlastingly attractive and good.

ROSENTHAL & RUBIN

KHZ/erw Harold H Zeedenmuss

THE FAIR STORE
BINGHAMTON, N.Y.

November 12, 1926

Bird & Son, Inc.
East Walpole
Massachusetts

Gentlemen:-

Four years ago we made a drastic change in our Felt Base merchandising completely supplanting a generally advertised line, with a full and representative line of Bird's Neponset rugs, yard goods, wood filling and lining felt.

In a community where at that time, Neponset was not as well known as the advertised line this required some merchandising courage, but we had arrived at the point where we felt that Bird's Neponset would be a satisfying and profit creating line for us.

Bird's Neponset made its appeal to us principally on account of its undeniable quality, pliability, clean cut lines of the patterns, the high gloss and, last but not least, its patented feature, the red waxed water proof back.

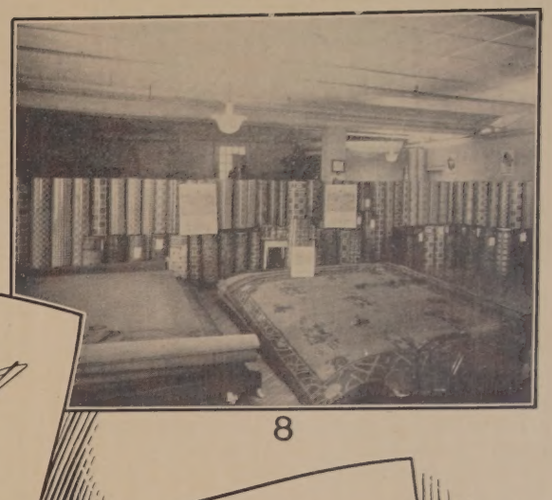
Almost immediately we received probably the most pleasant surprise in the career of our carpet department. Instead of our felt base prestige diminishing and attendant sales falling off, we found, at the end of the first six months, by a very careful process of checking purchases, sales, and inventory, that we had not only held our own with this line, then practically unknown, in Binghamton, but had increased our Felt Base Sales about 22%.

For the past four years, we have concentrated exclusively on Bird's Neponset in so far as Felt Base is concerned and with what degree of success may be attested by the fact that last year on a retail basis alone, we turned over a trifle under three times as much Neponset as we had ever been able to turn with our previous felt base line.

For some years we have maintained a wholesale furniture department and have successfully travelled men in this and neighboring states. Six months ago, we decided to include Neponset among our wholesale offerings;- toward the close of the first six months we find that, in addition to our retail distribution, our jobbing distribution has been so successful that this week, we are forced to put on new outside men.

In closing, we want to go on record as saying that we are convinced that any other house can meet with the same degree of success with Bird's Neponset which we have, for, in this line, a retailer has a proposition which is not being indiscriminately peddled up and down every back alley in town, and which, in itself,

7



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KRESGE DEPARTMENT STORE
Formerly
L. S. Plaut & Company
ESTABLISHED 1870
NEWARK

December 1, 1926.

BIRD & SON SALES CORPORATION

EAST WALPOLE, MASS.

Gentlemen:

We are very glad to state that since the opening of our New Carpet & Rug Department we have handled a full line of the Bird Neponset Floor Covering Products and have enjoyed very satisfactory results from their sale.

Your co-operation in regard to window displays, direct mail advertising campaigns, etc., have helped us materially, and we have every reason to believe that this coming season this particular line will go over big.

We thank you for your past co-operation and look forward to a continuance of pleasant relations.

Yours very truly,

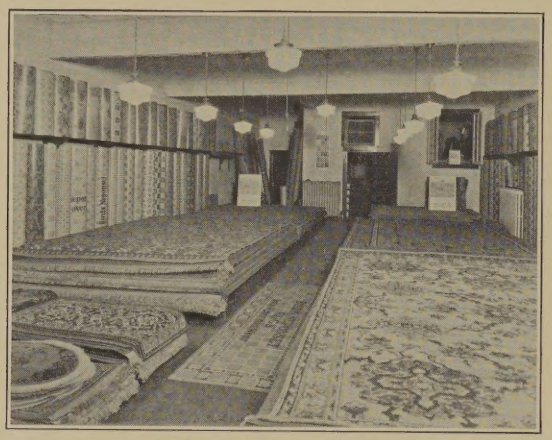
R D Maldeb
Kresge Department Store

RDM: AMC

9

A few of the photos and testimonial letters appearing in the trade papers. 1. Exterior of one of the Sterchi stores; 2. Letter from Rountree Furniture Co., Richmond, Va.; 3. A Sterchi window display; 4. Letter from Alamo-Peck, San Antonio, Texas; 5. Front of Rountree Store; 6. Interior display, Alamo-Peck Furniture Co.; 7. A most interesting testimonial from The Fair Store, Binghamton, N. Y.; 8. Fair Store department and display; 9. A letter from Kresge, Newark, N. J.

Service to Customers Helps Build Capitol Co's. Business



Showroom of the Capitol Floor Covering Co., Hartford, Conn.

THE Capitol Floor Covering Co. of Hartford, Conn., distributors of Neponset in Southern New England, have experienced a remarkable growth in the four years they have been handling the complete Bird line of Floor Coverings.

In 1923, when they first took on the line, their distribution of Floor Covering was comparatively small. But by efficient management and a consistent sales policy, they have reached a point where their distribution shows not only a tremendous gain in dollars and cents, but also a well-satisfied and ever-increasing number of retail accounts.

S. A. Shulansky, president and treasurer of the Capitol Floor Covering Co., has been largely instrumental in building the business up to the point it has now reached, through his policy of affording the customer every possible service, and featuring a store-to-door delivery, which covers practically the entire state of Connecticut.

Today the Capitol Floor Covering Company's only worry seems to be how much they will have to appropriate for additional warehouse space if the new Bird Floor Covering Pattern No. 870 proves to be as popular as pattern 860 Rugs.

Has Laid 20,000 Yards—No Complaint

JOSPEPH B. ALBERS of the Independent Linoleum and Carpet Co., Covington, Kentucky, who has handled and layed 20,000 square yards of Bird's Floor Covering, Rugs and Rug Border, says:

"Have always found Neponset to be more pliable than any other felt base Floor Covering I have ever laid. Even in cold weather I have no difficulty in laying Neponset. Have never had a complaint when I went back to retrim."

Swindal-Powell are Neponset Boosters in Sunny Florida

LOOKING from left to right in the accompanying picture the reader will see two gentlemen who have done a great deal to put Bird's Neponset on the map of Florida.

The first is E. P. Harris, genial salesman for the Swindal-Powell Wholesale Furniture Co., of Jacksonville. Ed is a very real Neponset booster and has often sold accounts on Bird's that had been given up by all others. He has been given the story-telling championship of the state, and so far no one has been able to dispute the claim.

E. P. Harris and J. F. Swindal

The other gentleman is J. F. Swindal, one of the best known furniture men in the Southeast. Mr. Swindal is the senior partner of the Swindal-Powell Co., and has been intimately connected with the furniture trade for 20 years.

Twenty years ago, when most of Florida was a wilderness, with a few scattered towns, and the largest furniture item was "cracker" or "bow back" chairs, Mr. Swindal started on the road.

Four years ago, in conjunction with Mr. Powell and Mr. Boone, he started the present company. One of their first standard lines was Bird's Neponset. In four years this firm has grown to be the largest in this section. Which fact speaks for itself.

To give some idea of what the Florida boom meant to the furniture business, this firm shipped nearly 200 cars during a 90-day period. Mr. Powell sold $65,000 worth of furniture of the East coast on a two-day trip, and ten days later Ed. Harris followed him and sold $38,000 worth. Yes, that was a time for big business.

The reward of a thing well done is to have done it.
—Emerson.

"The more a man knows, the more he is inclined to be modest."—Fielding.

Felt Base Hoodoo Means Little to Smith Co. of Warren, Pa.

IMAGINE an old aristocratic town of 15,000, with more than its share of oil, operators and, we expect several millionaries. Such a town isn't generally considered the most fertile ground for the felt-base dealer, and such a town is Warren, Pennsylvania. It was noted as a hoodoo town to felt base salesmen, and was truly an anti-felt base community. Several felt-base sales promotion campaigns had been tried out, but none were successful.

The G. Gifford Smith Co., of Warren, decided to join hands with Bird & Son and create a demand for Neponset Rugs and Floor Coverings. Their first shipment arrived in Warren early in 1926, and they started the ball rolling with a half-page advertisement in the daily papers, and an attractive window display. This was followed by other Neponset windows and newspaper ads every two or three weeks, through the fall and winter, even during the dull months.

This spring they will use 2000 illustrated sales letters to reach some of their regular buyers, and, during the first of April, will turn over their three fine show windows to Neponset for a week, and will stage an aggressive newspaper campaign.

The entire upper sections of their three show windows are devoted to a permanenf Neponset display and this, combined with their attractively displayed and well assorted stock, assures them a customer of nearly every prospect that enters the department.

The result is a rapidly growing host of friends, who are calling for and insisting on Neponset, and an entirely new avenue of profit has been opened to the Smith Company.

The credit for this remarkable feat of merchandising is due to the aggressive efforts of G. Gifford Smith and his able Floor Covering buyer and manager, Charles H. Meyers. Truly they are both to be congratulated in making profits grow where none grew before.

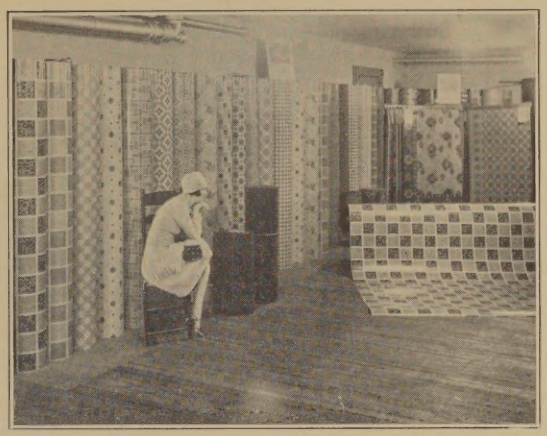
Continued from Page 3

"quick stop" that those who passed by effected. The following day he was besieged with inquiries as to who the girl was, had he been sick, and was it his sister come to visit him, and could they have an introduction.

She was brought into an elevator recently by another Bird man. Instantly all the other men removed their hats.

But enough of that. The principal point to be brought in closing is that the Magic Rug unit, and the attractive young lady and her partner, will help any dealer to draw prospects to his window, or inside his store.

Hooker, Vermont, Sees 1927 as Banner Year for Bird Goods



Interior display in B. H. Hooker store, Barre, Vt., showing one of the new cutouts

B. W. HOOKER & CO., Inc., of Barre, Vermont, have handled Bird Neponset products for several years, and each year found their volume of business going ahead by leaps and bounds. 1927 promises to be their banner year.

They have opened the season by handling over 200 rugs, and, as this is written, spring in Vermont is yet to come.

G. A. Bixby of the Hooker Co. sends in the following letter, to tell his opinion of Bird goods:

"We are pleased to advise that our sales of Bird's Neponset Rugs and Floor Covering have increased tremendously during the past year. This we attribute to the hearty co-operation in advertising and service which are rendered by Bird & Son, to our efforts in pushing the sale of these products, and especially to the fine wearing qualities and durability of the product.

We have used Bird's rugs, yard goods and rug border for many years, and have always been very much pleased with the product itself and with the great amount of good will and customer satisfaction built up because of the reliability of these goods."

The picture also helps to tell a story. It is of an everyday scene in the stock room. The "465" is already to be cut. Rugs are displayed by means of the rack in the rear, taking 3 by 4½ corners. The paper on the upper front of each corner is a stock sheet. This is a simple and accurate way of recording stock. Rug border is also on display here, and the Hooker Co. reports surprising increases in sales when this material is given a good showing.

"When we have done our best to make the world over, we are apt to be dismayed by finding it in much the old shape."
—James Russell Lowell.

Bird Talk at Filling Station Leads to Sale of Fifteen Rugs

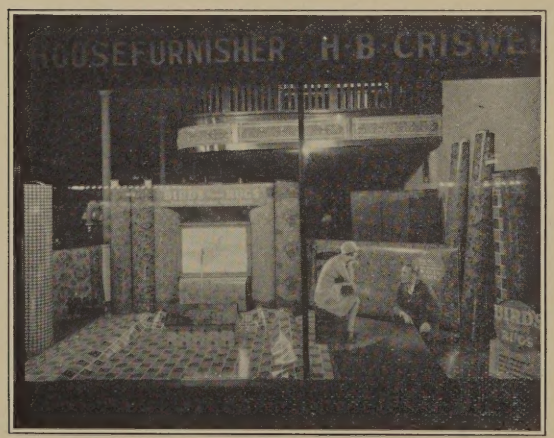
T. H. Perkins Co., window display, Brook Laven, Miss.

TWO photos appear here to show us what dealers in the West are doing. The first is of a window display in the store of the T. H. Perkins Co., Brook-Lave, Miss.

The one below shows a window in the H. B. Criswell store, Dallas, Texas. The Criswell people use both the faucet and the "Scene-in-Action" displays

While we are out West, here is an interesting little story about a series of sales developing in an entirely unexpected manner. A Neponset salesman stopped to refill at a certain gas station. While there he met Mr. Weaver, of the L. B. Price Mercantile Co., and discussed Neponset.

While they were talking, the boys at the station were digesting the conversation. One of them finally asked for information about Neponset Rugs, with the result that the merchant sold them four 9 by 12's at that time. Since then he has sold eleven more rugs of the same size through relatives of these boys.



Window of H. B. Criswell, Dallas, Texas, showing use of Faucet Display, Scene in Action unit, and new cutouts.

"We are Handling Best Line on Market," Pugh & Co. Writes

ONE of the most recent letters from dealers regarding Bird's Neponset has come from the Pugh Dry Goods Company, Roanoke, Virginia.

In part, H. E. Graves, who writes the letter, says:

"One of the points that induces us to handle the Bird line is that we believe we are handling the very best Floor Covering of its kind on the market. So far as we know the red-waxed back feature is entirely and exclusively your own, and it is so important that the merit of this feature cannot be overlooked by any prospective purchaser.

"Another thing which induced us to handle Neponset was the clean-cut manner in which the proposition was presented to us and the splendid reputation of the concern behind it.

"It is the policy of our house to handle only those items which can be turned over in sufficient volume to make it worth while and we believed before we took the line over that this was such an item, and now we know it—judging from the volume of business which we have been able to do since January 1, which, as you know, has been between four and five cars.

"Our philosophy of the marketing of this product may be summed up as follows. Offer the public the very best that can possibly be procured in its class for the money. Carry adequate stock to meet the requirements of the trade. And deliver the goods to the customer when he wants them.

"To be so imbued with confidence in the item which we are selling, it is an easy matter to inspire the same confidence in our sales organization and in the buying public."

A Look at the Mill

A TRIP through the mill shows everything working like clockwork—and at top speed. The research laboratory is on the job every minute, searching, searching for ways of improving the products, and developing new ideas. Bright new patterns are in the making in the designer's workshop.

Something of interest outside the regular production line may now be seen on the hill beside the Norwood plant. It is a 100,000-gallon water tower, built to supply the sprinkler systems in the Norwood Plants. In addition to constant vigilance, Bird & Son believe in having every possible protection for its own—and the dealers'—interests, against the possibility of loss in time, money and production through fire.

News Reporter Solves Mystery of Faucet Display—Almost!

THE following item appeared in the New Brunswick, N. J., Home News, recently:

"Shoppers in New Brunswick have had their interest and their curiosity aroused by the unusual display in the window of the Rice Furniture Company on Neilson Street. Unique and attractive as the display is, all interest is centered on the main window before which a large throng is gathered the greater part of the day.

"The background of the window is profusely decorated with yard goods and rugs and in the centeris a large felt base rug with the ends turned up so as to form a sort of trough. In the center is a little shed through which a long glass tube runs. At the top is a spigot with no other connection. Water is run through the tube and somehow or other it runs down again into the trough. All day long this keeps up and yet the trough does not oveflow nor the rug leak.

It is a cause of great interest to those who pass the store to find out how this is done, but so far no one has guessed how it works.

Building Products, Ltd., Expands

BUILDING PRODUCTS LIMITED of Canada has bought the Vulcanite Roofing business in Canada from the Beaver Company, Limited; only the roofing business has been acquired and the name and good-will of the Vulcanite Roofings in Canada.

The Beaver Company, Limited, will continue to make and sell their regular Beaver Board.

The Vulcanite Roofing Division will be operated exactly as the present Bird Division and Ruberoid Division—separate units, separate selling organizations.

The Vulcanite Roofing Products will be manufactured in the plants of the Building Products Limited at Hamilton and Montreal eventually, as the Ruberoid and Bird Products are now being manufactured.

This further merger of interests in the Building Products Limited, brings together in Canada three of the oldest and best known plants of roofing products under one management but with distinct selling organizations. The management of Building Products Limited is the old Bird management; the officials of the Company being: Philip R. Allen, President; Wm. R. McNeil, Vice-President and Managing Director; R. C. Crooker, Secretary-Treasurer; D. P. Hatch, General Sales Manager. The main office is in Montreal.

The Westcott

Here we have a real "he man"
Handsome, wise and witty.
Like Buffalo Bill, he's dressed to kill,
For he lives in the Windy City.

He's a golfer, too, through and through,
But there's no use denying
He shoots the course with great remorse,
But can't be blamed for trying.

Throughout the West, he sells the best
That money can obtain,
And every year we give a cheer
As he shows a greater gain.

But you can see, quite readily
He never can despair,
He only has to glance around
And things look very fair.

Jerry the Office Cat.

To live content with small means; to seek elegance rather than luxury, and refinement rather than fashion; to be worthy, not respectable, and wealthy, not rich; to study hard, think quietly, talk gently, act frankly; to listen to stars and birds, to babes and sages, with open heart; to bear al cheerfully, do all bravely; await occasions, hurry never; in a word, to let the spiritual, unbidden and unconscious, grow up through the common—this is to be my symphony.—William Henry Channing.

Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

Evidently the item in last month's *Review* concerning messenger service has had its effect. The party in question now goes over to the main office quite regularly herself.

The many friends of Morrison C. James, "Joe Bowdoin" formerly of the Labor Bureau, will be sorry to learn of his death, in Portland, Maine, early last month.

No one who knows high-stepping Dave Fiske, could ever accuse him of having a yellow streak. And yet, alas and alack, we learn from reliable sources that this gentleman was

These men knock 'em down for Sales. Back row, Arthur Rogers, Herb Johnson. Front row, Jerry King, Eddie Johnson, Bob Garner

seen distinctly displaying that phenomenon in the Triangle building the other day—March 17 to be exact. Dave leaned in his usual nonchalant manner against a post. Said post had recently been painted yellow.

Editor's note: The other day, after having several times verged on nervous prostration trying to get two or eight tempermental bowling teams together for picture taking, the editor slipped a cog, and snapped a photo of the RC ball throwers, without having put a film in the camera. There are always a certain number of wise-cracks passed about that camera, and will it break when taking certain parties. Well, it's been through some tough battles, but being equipped with a steel lens and extra-heavy film, it has always weathered the gale. In the last analysis, however, it is a Triangle Building camera, and as such, loyal to the executives in that building, and it just naturally balked at taking a picture of the RC bookkeepers, who have thrice been defeated by the Triangular bowlers.

Speaking of pictures, you will find elsewhere the answer to the query from Chicago Building and Roofing office if we could equal their record of three sets of sisters working in the same office. We sure can, and here's the picture to prove it.

Bertha Kannally is successfully filling Miss Ruggles' place in CF. Keep up the good work, Bertha.

CF celebrated Eddie Johnson's birthday one noon recently by showering toys upon his desk in a truly child-like manner. Eddie was quite excited.

One of the girls wanted to know who wrote "Dickinson's" Tale of Two Cities and another informed her that it was Scott. We certainly know our English!

We understand that Barney Dearborn was seen wandering around East Walpole recently. We understand he is making a success of his musical inclinations in and about Boston.

New workers in the offices include: Ethel Shaw, AC; John Andrews, AP; Joseph Erker, AM; and Mary Blazonis, VM. Welcome to all of them.

"Ted" Maddern is decorating his new home, inside and outside. Ted is some artist.

Gretta Poff is in Ireland at the present writing, but the mewspapers show no news of any revolutions as yet.

Robina Urquhart was first prize winner at the Whist Party of the "Scot Clan," March 21.

Miss McFarland reported violets budding March 21. Anyone seen violets any earlier?

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

George Doderer has over 500 chickens hatched out.

John H. Maguire is sporting a new Chrysler Sedan.

Ray Kirk can deliver the goods when it comes to putting on any kind of a theatrical or minstrel performance. Good work at your last one, Ray.

Peter Karsis of No. 5 machine had a christening at his home on Sunday, March 12. Some of his fellow workers attended and had a very enjoyable time. They report that "Mary" was very well christened.

Looked very much like spring on March 16, when about a dozen boys were seen in swimming at the "pinnacle."

We are a little late, but just as sincere, in our congratulations to Andrew Phillpot, on the arrival of a 9-pound boy at his home.

Martin Kane started off in his new Dodge coupe on the 17th, with a couple more sons of Erin from Bob Morse's department, to see the parade in South Boston. They hadn't gone very far before they stopped dead. They fooled around the thing till they got tired, and as Martin had to almost bribe Gray for the afternoon off, he decided he must see the parade or die in the attempt. He had another machine tow him to Boston, where it was discovered that the gas tank in Martin's car was empty! But he finally took his place in the reviewing stand, and saw the whole outfit go by.

Here are three sets of sisters to match those at the Chicago Roofing Office. Back row, Annah and Alice Keliher. Front row, Ellen and Hannah Flavin, Margery and Eva Gifford.

We extend our sincere sympathy to "Professor" Smith and his family in the loss of their daughter, Mary Linnihan.

Skipper Dave wants a traffic cop added to No. 2 gang. Every time he goes to the Box Shop with a train, there is someone in the way.

Pete Folan's crows have been stalling on egg production lately, but they felt indebted to Pete for his kind attentions. One of them kept digging at one spot in the yard for two days steady, and finally unearthed a five dollar gold piece.

John Curran has definitely decided not to vacation at Old Orchard Beach this summer, but will spend his two weeks at the camp he recently purchased at Swift's Neck, Wareham. John believes in making plans early.

Mike Cronin of No. 3 paper machine has a customer in view for the sale of his Ford of 1919 vintage. He has abandoned the idea of burning up the roads and prefers to listen-in on the radio.

Lawrence Folsom, an alternate from Northeastern University, has left the Laboratory staff and accepted a position in Danvers, Mass., where he will be permanently located after graduating from the University in June.

Engineering

John Maitland *John Burhoe*
John Bache *Joseph Sheehan*

Several members of EF journeyed to Boston March 17 to celebrate Louis Des Jardin's birthday. He was royally feted at a noted oyster house, he was attended by a waitress straight from the "ould sod," and offered drinks by a Boston news reporter. Afterwards a pleasant evening was spent at the theater.

Miss Stevens of SM is doing big things these days. She journeyed to Boston one afternoon recently and dined at the Hotel Statler with a friend from the old country.

We are mighty glad to see Joe Sheehan back at work after his recent illness.

Joe Donovan of EME is now the happy father of an 8-pound baby girl. Mother and baby are doing very nicely. Congratulations, Joe!

Several members of EM visited Ford's plant at Somerville, and saw a rattling good Ford car assembled. Those who did not go heard all about the trip the next morning.

We are glad to see a little of spring. Henry Stott complains of mud on Gould avenue.

EMM now is the new machine shop. We all like it very much.

Early last month a sad accident befell one of our EF coworkers, which might have resulted very disastrously but for the remarkable bravery in the face of overwhelming odds.

The Credit Department bowlers. Back row, Dave Fiske and Fred Spang. Front row, Dimon Merrill, Frank Johnson, Henri Davenport

The EF bowling team. Miah Coughlin, Win Schaier, Happy Timmins, John Slattery, Roland Johnson

"Hap" Timmins, just before retiring, noticed smoke coming from his wardrobe of costly tailor-made clothes. He opened the door and found them in flames. With great presence of mind, and a great risk of life and limb, Hap pulled the burning clothes from the hooks with his bare hands, threw them on the floor, and soon had the fire under control. Aside from the clothes, his hands were painfully burned, necessitating doctor's treatment.

"Hap" appeared at work the next morning, not in a hogshead, as might be imagined, but in conventional attire, thanks to the generosity of his friends, who outfitted him, pending the arrival of new garments.

Martin O'Malley, Leon Bahonski and John McConnell are now workers in Engineering, to whom we extend a hearty welcome.

Douglas Rafuse has transferred to FFV.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Phillipsdale is now entered in the Safety Contest conducted by the Providence Safety Council, along with about a hundred other firms of Providence and vicinity. The prize which we are working for is the Jesse H. Metcalf Trophy, a picture of which appears on the safety page and is awarded to the firm showing the greatest reduction in accidents for the year 1927.

The Phillipsdale Safety Committee certainly deserves a lot of credit for our present safety record. We have gone almost five months without a lost-time accident and this is due in large measure to the good work of the present and past safety committees.

Pierson, Carlson and Howard lately took in the amateur bouts in Providence, Pierson and Carlson getting back to the mill about 1.30 a. m. We haven't found out whether the bouts were on the way out or in Providence.

Fred Rogers, having gone two months with the same car, has finally come out with another one. This is a regular speedster, as some of the machine men can testify.

Charlie Cyranock went in to the cutter room a few days ago after some rags and picked up a pair of trousers (not his own) n front of Henry Phelps and pulled $6 out of one of the pockets. Henry hasn't got over it yet.

Checks for suggestion to Phillipsdale men amounted to $25 or March, Walter Gill getting one for $5 and Frank Reed and Clifford Banks each getting a $10 check. Suggestions do pay!

We have a new safety board now posted outside the office where all can see it. We've got to have a good record now.

Tommie Wynne has just received the 1927 plates for his car. Johnnie Nolan suggested that if he isn't more careful than he was last year he won't need the plates very long.

Clifford Banks has graced the yard with a new Essex coupe.

FX1 bowling team. Back row, Amos Dixon, Arthur Colburn. Front row, John O'Donnell, Malcolm Mars, Bill Downey

BOX FACTORIES
East Walpole, Mass.

Malcolm R. Mars — *Earl H. Hansen*
Albert H. Hammond — *Will A. Evans*
George L. Holland — *Charles S. Mutch*
Florence H. Slaney — *Mary Driscoll*

Al Deviney has been getting in touch with all the baseball managers hereabouts, asking if they would like a good three nning pitcher.

Mrs. Rafuse is back to work in FXX after being sick with the grippe. Glad to see her again.

With real regret we recently said good-bye to Mollie Killion, who has left us to take up house-keeping. On leaving, she was presented with a beautiful lustre tea set from her workers in FXK.

The boys in the combining room say "hello" to John Cook, who has been transferred from FBX.

Albert "Longfellow" Morse, has been transferred to the finishing department, FXG.

The crew of FXG combiner are to be congratulated upon breaking their production record. The combined 36,100 square feet per hour as against 33,100 feet, which was the previous record.

James Maguire, FXG, has left us to take up a position in New York City.

Speaking of production records, Herman Lauble, FXC, has a hen which is hard to beat. She lays eggs which measure 4 by 2 inches, and have double yolks.

We are glad to see Guerino Pagliari back again after his illness.

Kanston Kasauskas, FXB, has left to take up housekeeping.

New workers in the Box Shops include: Horace Hart, FXF; Joseph Thomas, FXF; Albert Morse, FXG; and Josie Boulter, FXB.

Wilfred Massey has transferred from FXG to FXW.

James Benoski has transferred from FXG to EML.

Edgar Ross has swapped his Jewett for a Flivver roadster.

We hope to see Peter Neilson back at work before long. He is out temporarily recuperating from an operation.

Mike Vilroci is now in the finishing department.

Jimmie Dine, FX2, has a new 1927 Super-Six Essex. He claims that it was awarded to him for being the best bowler in the departmental league.

Louis Martin spent the last two weeks of February in Halifax, Nova Scotia, at the home of his mother.

Those who saw the parade in South Boston on the 17th undoubtedly recognized O'Donnell from FX1 as the marshal. He says he had lots of trouble because they gave him a Scotch horse to ride.

Russ Tupper was seen in Norwood recently leading a vicious Chinese police dog.

We are very sorry to hear that Miss Dower is to undergo an operation for appendicitis, and we are awaiting her speedy recovery.

Madeline Chaffie retired to the roof garden during the recent fire at her home.

Cornelius Driscoll has purchased a house on Bird street and expects to occupy it about April 1.

Walter Alders has just purchased a Chevrolet touring car.

Bob Morse celebrated his birthday March 17.

BUILDING AND ROOFING MILLS AND OFFICES
Norwood, Mass., Mill

Ralph Kolseth — *Charles Seavey*
Richard Stoddard — *John White*

L. M. Pratt

Ralph Kolseth, our night machine foreman, has learned anew that everything comes to an end. For this is just what has happened to his faithful flivver. Never mind, Ralph, as great a man as Professor Heckel said, "Nothing exists today that existed ten years ago."

We have just received the very pleasing news that Mrs. Tronti, wife of Attilio Tronti, is progressing splendidly and will shortly be back in good health again.

We are pleased to learn that Rob Roy has at last decided to take down the "To Let" sign from his garage, and actually put it to the use for which it was built. Yes, Rob is in the market for a car. Good luck, Rob, better late than never.

Frank Mori, our yard nurse, is right on the job, spring cleaning and renovating the grounds around FB.

Our smiling friend, Pat Tracy, heard that the new home of our maintenance crew would be opened by musical selections rendered by members of the crew themselves. Pat at once began to build himself a harp.

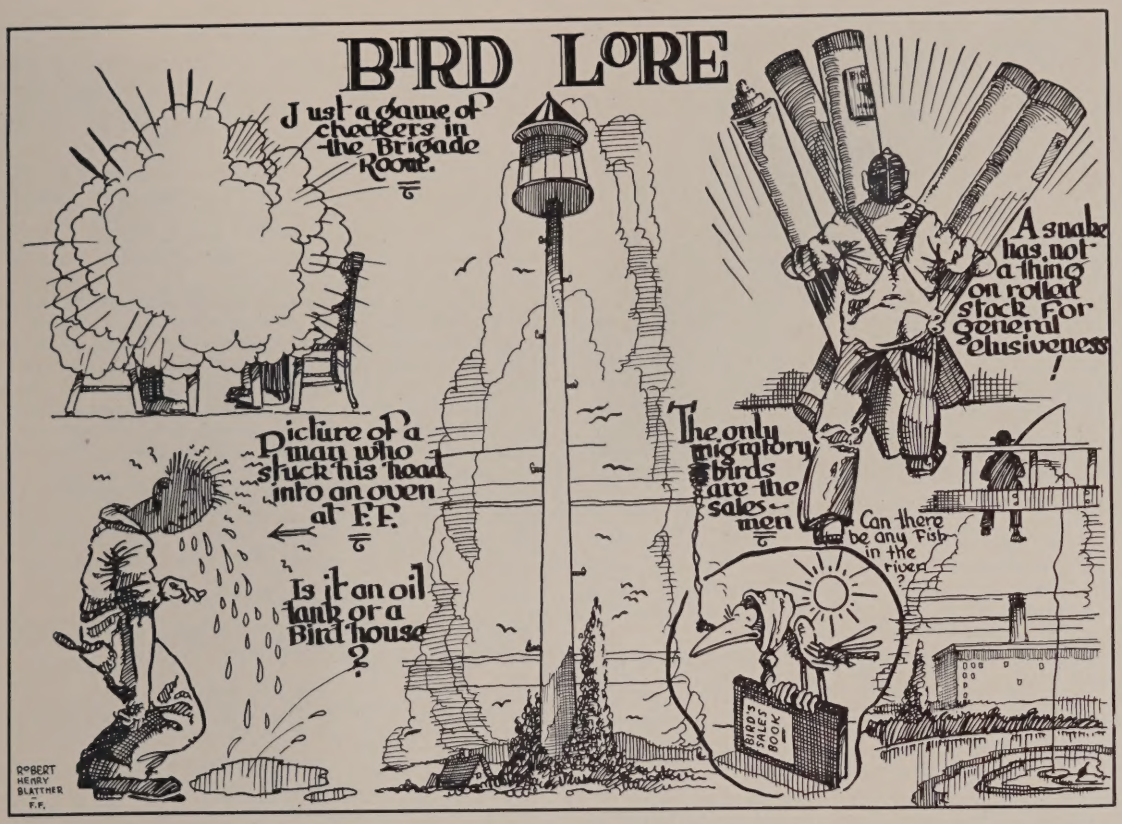
But sad to relate, Harry Dresser happened along, and compelled him to hang it on the wall, where it will be used in the future as a steam coil. So poor Pat may now be heard singing that famous Irish ballad, "The Harp That Once—"

We are glad to see our old friend "Dinny" Driscoll back at work after an attack of grippe.

Congratulations to the FB foremen's bowling team, who we understand, are at present in the proud position of being able to say, "We lead, others follow."

Our best wishes to Arthur Duncan, who, we learn, is fast getting back into the fit and able class after his fall some days ago. Perhaps it would not be out of order to suggest to our FB decorator that among the various things which should not be carried in the hip pocket, are bunches of keys.

Those who roll 'em for FB. Back row, Herbert Jepson, Bill Phelps, Henry Morgan. Front row, Howard Everett, Eli Chamberlain, Milton Beazely, Dick Stoddard.


BIRD LORE
Just a game of checkers in the Brigade Room.
Picture of a man who stuck his head into an oven at F.F.
Is it an oil tank or a Bird house?
The only migratory birds are the salesmen
Can there be any Fish in the river?
A snake has not a thing on rolled stock for general elusiveness!
BIRD'S SALES BOOK
ROBERT HENRY BLATTNER F.F.

This cartoon is the work of Bob Blattner, PFL, and gives a few of his impressions as a newcomer to the Floor Covering Plant.

Jerry Burke of FBF has bought a six-room cottage on Hill street, Norwood.

We all express our sympathy to Carl Peterson in the loss of his father.

Last month the FBF team took four points in a bowling match against the regular Building and Roofing team.

Will the owner of the set of "store teeth" found in the machine room by Elmer Jordan, please apply to him for same. Elmer roots for the FB watchword, "Safety all the time," and says he is taking no chances. He might put them in his pocket and they might bite him or something.

Among the many visitors to the plant lately have been Dick Murphy with dealers from Brockton, Charlie Conrad with visitors from the General Electric Co., and Bill Hale with delaers from Barre, Vt.

We are very sorry to lose Carl Peterson, who recently left to go to Gloucester, upon the death of his father, to live with his mother in that town.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

Carl Schreen, our office boy, who has written several poems about people in the office here, has just written the following lines, which we think appropriate for this month's *Review*: "To the Wild Flowers—" Very good Carl, but where's the poem?

Mr. Daley of Minneapolis was in to see us. He just recently went into the application business in Duluth, Minn.

A daughter was born to Mr. and Mrs. Tom Hanehan. Mr. Hanehan is employed in the mill.

Mr. Schreen has purchased Mr. Hird's roadster. One more to tell us about those wonderful trips over the week-end.

Five of the Fort Wayne Builder's Supply Co. men were here recently to see how Bird's roofing is made. Mr. Barnes, and Mr. Mann of the Kirby-Wood Lumber Co., Muncie, Ind., were also recent visitors.

Alton Dorsett and Hubert E. Caston, who are connected with the Guranty Roofing Co., Austin, Texas, came up here recently to see how "quality" is built into Bird's Roofs.

The bowling contest between the Floor Covering and Roofing Divisions ended with the Floor Covering 57 pins to the

Marguerite and Grace Clark, children of Mrs. G. M. Clark, FXR.

AS bowlers. Back row, Ted Center, George Jones. Front row, Howard Whitney, Edgar Tarr, James Mack

good. The score was 2097 to 2040. Morman rolled up the most points for the Roofing. Others on the team were Janses, Hanna, Meyer and Overholt.

Mr. Hird says that just because he has purchased a "Flying Cloud," it is no indication that he has joined the "Angels' Choir."

The Chicago Mill and Office has its own weather prophet in Herman Kleinow. He sure knows his onions. We consult Herman before planning any trip.

Messrs. Baker, Simmons and Asmussen, of the C. C. James Co., Grand Rapids, Mich., drove in during the month with A. M. Dobbins.

Andy Spiers has graduated from the Ford to the Essex class. Yes, he finally got rid of the old Liz.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

We extend a hearty welcome to Fred Clements, Lester Hathaway, Tony Charoskey, Joe Nadile, Fred Rode and John Drab, new workers in FFV.

And also to Anthony Rambola and James Markiewicz, new workers in FFP, and to Joe Papka and Leo Goodwin, newcomers to FFR.

William Fitzgerald has transferred to FFF and Perry Morrison to FFG.

The pansy bed at the entrance to FFJ has put forth many buds, giving promise of a splendid display later on, thanks to the efforts of the caretaker, William Colmar.

Joe LeBlanc says that when he starts for Boston in his new flivver there is always a tremendous cloud of dust behind him.

We are glad to see "Red" Johnson sporting a new Dodge.

Which is better, a Ford or a Chevrolet? Ask Ira Goding.

Since a two-dollar bill was found by a No. 3 machine man in the wiping rags, Huggard now sorts 'em all out before giving them to the rest of the crew.

Gerald Hart is the proud father of a baby girl.

Guptile Filmore, FFM, has a new Whippet.

Ed Lines has a new ship's clock. Miss Reardon reports that said clock is not striking properly. It sounds 8 bells at four o'clock, she says.

Chicago Office

Mr. Hindmarsh has been in bed all week with an attack of tonsilitis. He is improving, however, and we expect him back the first of next week. Mr. T. Howells has also been home with a cold since last Monday. He insists Mr. Hindmarsh and he were not out together.

The Chicago Floor Covering office is all a-twitter with the anticipation over the rumor that Mr. Hindmarsh is negotiating with Mr. Overholt for a bowling contest between the Chicago Roofing and Chicago Floor Covering Divisions. Watch for the results! Keep it quiet, but Bill O'Connell is being entered as a dark horse.

A recent memorandum from Mr. McEndy reads as follows: "While I was driving through the wilds of Illinois, on my way to Kewanee, I stumbled across the hitherto undiscovered town of Neponset. Many of our salesmen, I believe, have tried to locate this town before but, due to a lack of the intuitive instinct, they have failed to find it. It is a small town situated seven miles from Kewanee and three-quarters of a mile off of the main hard road. The population is about four hundred."

He also stated that as there were no real operators in town, it was impossible for him to sell Neponset.

Answers to Questions

FOLLOWING are the answers to the questions asked on page 7:

1. 1795.

2. John H. Smith, EMY, who started work May 14, 1878.

3. Five. Nos. 2, 3, 4, and 5 at East Walpole, and one at Phillipsdale, R. I.

4. The tack box.

5. There are approximately 1900 working in our plants and offices.

6. Savings, investment in shares, loans.

7. H. E. Sawyer, Jr., Floor Covering; Philip H. Bailey, Roofing; Chester H. Andrews, Box; Elmer H. Bartlett, Special Papers.

8. $5 for each accepted suggestion; $100 for largest number accepted, next largest number $50, third largest number $25; best suggestion $100 and for the second best $50.

9. Norwood Roofing, 1904; Norwood Floor Covering, 1911; Phillipsdale, 1907; Chicago, 1917.

10. The river empties into Dorchester Bay, just below the town of Neponset.

Departmental Standing in E. M. B. A.

A RECENT check-up on membership in the Employees' Mutual Benefit Association shows Building and Roofing in the lead with a perfect percentage, and EM–ER at the foot of the list, with only 93 per cent.

Following is the standing of departments on March 21:

Department	Per Cent
FB	100
FX1, 2	99
DM, DF, DV	98
FF	94
EM–ER	93

Library

A short time ago the Taylor Society recommended in their bulletin certain books as a nucleus of a Management Library. A comparison with our card record showed that a good proportion of them were to be found on our shelves. Doubtless among them there may be just the books to assist in working out some present problems. Our present list among these books so highly approved by special authorities follows:

Taylor: Principles of Scientific Management, Shop Management, A piece rate System, The Art of Cutting Metals.

Books On Management

Jones, Administration of Industrial Enterprises; Kimball, Principles of Industrial Organization; Alford, Managements Handbook; Amos Tuck School of Administration and Finance, Addresses and Discussions at Conference on Scientific Management; Brandeis, Scientific Management; Emerson, Twelve Principles of Efficiency; Gantt, Work, Wages and Profits; Gilbreth, Primer of Scientific Management; Thompson, Scientific Management; Diemer, Factory Organization and Administration; Parkhurst, Applied Methods of Scientific Management; Day, Industrial Plants; Gilbreth, Motion Study.

Office Management

Galloway, Office Management; Leffingwell, Office Management; Schulze, Office Administration; Dinsmore, Purchasing: Principles and Practice.

Employment

National Bureau of Economic Research, Business Cycles and Unemployment; Link, Employment Psychology.

Accounting

Church, Proper Distribution of Expense Burden; Church, Production Factors in Cost Accounting.

Finance

Montgomery, Financial Handbook.

Statistics

Brinton, Graphic Methods for Presenting Facts.

Sales Management

Copeland, Principles of Merchandising; White, Market Analysis.

Ranching with Roosevelt; Story of Philosophy, Durant; From the Red Sea to the Blue Nile, Forbes; Winged Defence, Mitchell; Critical Woodcuts, Sherman; The Doctor Looks at Philosophy, Collins.

Good Stories

Tomorrow Morning, Parrish; Plutocrat, Tarkington; Susan Shane, Burhu; Runaway Trail, Treynor; Solitary Horseman, Loring; Ariel Custer, Hill; Coming through the rye, Hill; Surprising, Warner; Prose and Cons, Cobb; Jade God, Sullivan.

Girl's "B. B. Club" is Growing

THE March meetings of the newly formed "B. B. Club," on the 8th and 22nd of March were well attended, and nine tables of bridge were played at each gathering. The committee for the March 8 meeting consisted of Annie Brown, Bessie Hubbard, Helen Randall and Maude Kaler. Henrietta Florest, Helen Goldberg and Clara Burke were in charge of the March 22 meeting.

A spirit of enthusiasm prevails in the club. Some of the girls are busy making cretonne curtains for the club room windows. Ten new members joined during March.

Suggestions

SUGGESTIONS are picking up. Many new names appear in the list below, giving indications that this year's race for the grand prizes to be distributed at the end of the year is going to be a close one.

Then, too, every one of the men named below received an extra five spot in his envelope for every suggestion accepted.

The following suggestions were accepted at the March meeting:

Change covering on rolls in gum strip boxes	Clifford Banks, DPP
Move rolls on first felt	Clifford Banks, DPP
Tin splash pan under wax tank at FF	George Bigelow, FFM
Permanent extension lights	Walter Cyr, FBF
Face scale dial towards outside	William Danaher, FFV
Rider roll on No. 5 machine	John DeCosta, PMJ
"Teaming" memo for traffic	Ralph E. Farris, DVX1
Fill sleeve for steam pipe with sheet iron	John J. Ford, FXR
Change flow boards	Walter Gill, DPP
Method of taking out shafts on lo-hed crane	Robert Hood, EMM
Guide for trimmings on FXRM34	Guy R. Hoyt, FXR
Box on casters for rag dumping	John Lydon, FXT
Protect pipe covering back of No. 4 ovens	Charles Machunis, FFP
Wider roller bench for No. 3 table, FFR	H. G. Morgan, FFR
Watchman carry key to locked rooms	E. C. Rafuse, SM
Steam hose on oil tank	E. C. Rafuse, SM
Widen cement runway to cutter room	Frank L. Reed, DPH
Remove brackets on old electric derrick mast	Frank L. Reed, DPH
Auxiliary Light in FX3	Girolamo Rignanese, DVF
Wood guard at transfer bays	Arthur T. Spinks, FFV
Change form of FF shipping sheets	Arthur T. Spinks, FFV
Method of fastening wall board in cars	Arthur T. Spinks, FFV
Remove part of track in No. 3 mill	Brenton Steele, EMW
Step on back of FXGM26	Charles J. Vey, FXG
Metal pieces on guides at top of hangers	C. J. Widgery, FFD
Prevent lights globes from breaking	William Wosner, FFR

BIRD'S
NEPONSET REVIEW

Vol. XV APRIL 1927 No. 4

Published Monthly by the Employees of Bird & Son, inc.
MILLS: East Walpole and Norwood, Mass.; Phillipsdale, R. I.; Chicago, Ill.; Hamilton, Ont.; Pont Rouge, Que., Can.
SALES OFFICES: East Walpole; New York; Chicago; Hamilton, Ont.; Philadelphia; San Francisco; Atlanta; Paris

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Easy on the Butter

IT isn't a new story by any means, but it's a good one nevertheless. When Johnny was asked by his Sunday School teacher what his father said before meals, Johnny replied, "He says, 'Go easy on the butter kids, it's sixty cents a pound."

All too often the problem of keeping down expenses in the home is put up to the parents, and to "Father" in particular. He pays all the bills. Waste in the home shows itself in extra gray hairs above the "Old Man's" brow around the first of the month.

So, too, in industry. The problem of reducing waste is left to the management.

The boy who eats "bread on his butter" is thoughtless. He doesn't have to pay for it, why should he worry?

The mill worker who is careless, who damages a part or the whole of an article in process, may say to himself, "Why worry about one torn rug, why pick up that perfectly good fibre case?—Bird & Son is rich enough to pay for it."

The office employee who uses a few sheets of the best bond paper to do his figuring on may hark back to the slang of a few years ago, and say, "Ish-ka-bibble—plenty more where that came from."

And they are right—as far as they go. A rug, a fibre case, a half-dozen sheets of paper, don't mean very much to Bird & Son.

Neither does Johnnie's mountain of butter mean much to his dad—if he only consumes it one day a month—or if there is only one Johnny.

But when there's a family of six, who take "bread on butter" seven days a week and twice on Sundays—something's going to happen!

And when the rug, case and six sheets of paper are spoiled, left on the floor and wrongly used by several people, many times a day or week, then it is that waste boosts the cost of production, increases expenses all along the line, and comes back like a boomerang to the fellow who started it, in the form of lower wages than he would get if this problem of waste did not exist in every business.

"Reduce waste" is not the meaningless phrase of some whiskered old duck dealing in abstract economic theory. It's plain, every day English. It's as simple as "Easy on the butter."

If there is a difference, it is that Bird & Son doesn't play daddy, and pay for the waste, as many of us think. You and I, and the fellow on the next machine or at the next desk, foot the bills for waste.

Spring Cleaning

WE don't hear so much nowadays about "Clean-Up and Paint-Up" weeks.

They are still carried on, of course. But we have come to realize that every week should be that kind of a period.

Nevertheless, the coming of Spring is a mighty good time to put added emphasis on the problem. And it is a problem, with a concern the size of Bird & Son. The paint-up part of our plant housekeeping can be taken care of practically on a fixed schedule. This week paint this, next week paint that, in between times do the odd touching up.

To some extent the regular clean-up days in the various departments can be made effective, too.

But the real job in keeping up the reputation that Bird & Son has of being a clean place to work, falls on each individual worker.

Nor does cleanliness mean merely the elimination of dirt. It involves orderliness. For the office worker, a well-arranged desk, as neat as possible while doing work; clear of loose papers at night. For the man in the mill, careful disposal of spoiled material, trimmings, etc.; the neat "parking" of trucks when not in use; orderly arrangement of stock.

We bring this up not merely for the sake of trying to improve the appearance of mills and offices, but also to bring to your mind the ever-present danger of fire. Threatening enough when floors, desks and machines are clean, and passageways clear, the fire demon is a thousand times more terrifying when loose papers, a helter-skelter arrangement of trucks, blocked aisles and the like, give him added fuel and make the work of catching him more difficult.

Clean up—today and every day.

The man who used to saw the horse's mouth with the bit until it reared up, now has a son who jams on the brakes and smashes into the curb.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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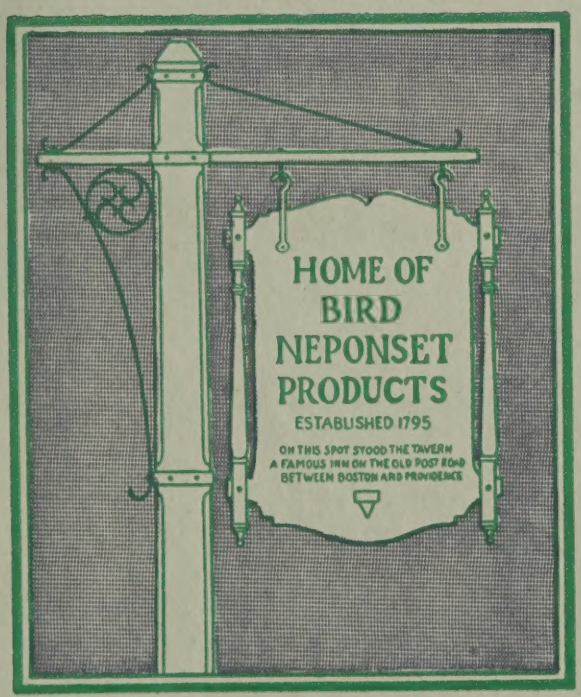
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS
TRADE
MARK

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



VOL. XV NO. 5 MAY 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, San Francisco, Minneapolis, Columbus

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Warehouses
Chicago, St. Paul, Dallas, Detroit, Houston, Indianapolis, St. Louis, Kansas City, Grand Rapids, Omaha, San Francisco, Los Angeles, Seattle, Salt Lake City, Brooklyn, Atlanta, Philadelphia, Cincinnati, Richmond, Tampa, Pittsburgh, Everett, Mass., Brockton, Mass., Minneapolis, Milwaukee.

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Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

Vol. XV *May 1927* No. 5

Maintenance Crews Keep Wheels A-Turning

IF someone drove up to you in a green submarine with orange shutters, on a dark night, and asked "What does Bird & Son do?" the chances are pretty fair that you would say, "Why, we make roofing, floo covering, boxes and special papers."

Quite right, as far as it goes. As an industry Bird & Son does make those things. But within that industry we have another industry, upon

Part of Main Mill machine shop, now located in the new DM14 building

which the continuance of the company depends.

To a certain extent, the maintenance departments do just what their name implies—they maintain, or keep up the mill. From the roof over your head to the steam pipes that come up through the basement, the Maintenance gang has its hand most decidedly "in."

Perhaps the best way to understand the work that they do is to take each division separately and have a look at their jobs. Taking 'em in alphabetical order the electricians come first. Has the light over your desk or machine gone "blooey"? Is that motor over there behaving as it shouldn't? Call for the electricians, and they will fix it. It is the electricians' job to install, take out, repair, move and otherwise deal in all the hundreds of motors, lights, starting buttons and switches that abound throughout the mills and offices.

Next come the cleaners and oilers. A good many of us have, at times, considered it a good day's work done when we oiled and greased the family car, with a few dozen bearings at the most.

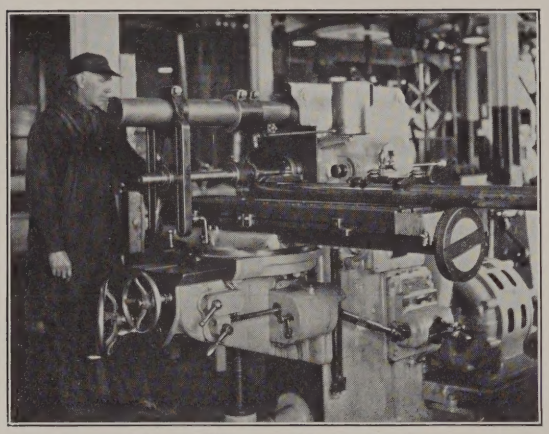
This crew helps to "maintain" the Floor Covering plant

How then would you like the job of keeping over 5500 bearings oiled, some of them once a week, others three times a day, and still more every day? That's part of what the one oiling crew does, and, mind you, that 5500 figure only includes the bearings at the main mill!

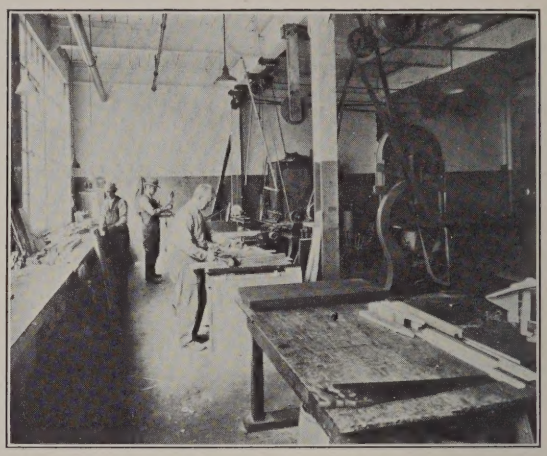
A clean mill makes a safe one and a healthy and comfortable one. Bird & Son takes pride in having its mills as clean as is humanly possible. Give a large part of your praise for that to the cleaning and oiling crews.

Suppose one bearing out of the thousands were neglected. A small matter, you might say. But the "burning out" of that single bearing might easily result in the shutting down of one of the large machines, with a consequent loss

The Maintenance crew at Building and Roofing



A huge milling machine in the shop



The carpenters have plenty of light for their work

running well into the hundreds of dollars.

And if you think that house cleaning is a hard job, think of the acres of floor space in the Bird mills that must be swept daily, or oftener.

Now we swing to the machine shops. For the most part, the machinists are "stay at home" folks, who work on huge lathes, planers, and like machinery. Theirs is the task of making and repairing all manner of machine parts. One of the photographs shows you a battery of lathes in the new Main Mill machine shop in DM14. These machines are used for turning, or rounding, for squaring, or "truing-up" for boring holes through the center of long shafts, and for many other jobs on metal of all sizes and shapes.

The big machine shown in another photo is the milling machine. This machine does many kinds of metal work. A "key way" or long slot is now being made in a shafting.

Throughout the department are many other lathes, planers, etc., capable of doing anything to metal that you can do to wood, and all of it to a thousandth of an inch accuracy!

Work in the machine shop also involves the making of rotary dies for our shoe carton machines, building and setting up complete box-forming and other machinery, resetting gears, sharpening of all kinds, welding and brazing, and a hundred and one other odd jobs, both in the shop and out on the machines themselves. A blacksmith shop still has a place, too, doing various types of forging.

Although Bird & Son has most of its building work done on contract, there still remains much to be done by our own carpenters, patternmakers and painters. The carpenters are constantly busy on cabinet work of all kinds, repairs to office furniture, containers for window display, sample

This group contains electricians, pipers, millwrights, carpenters, painters, roofers and perhaps a few other varieties of maintenance men

shingle boards, tool boxes, stairways, shelving in all parts of the mill, and many other "handy-man-around-the-house" jobs.

Those of us who work in the office are familiar with files and their uses. If we wish to find out what was done in regard to a certain matter, and wish to follow the same procedure on a similar job, something in the files will tell us all about it. So too with the machine shop. Bird & Son has filed away, somewhere between eight and ten thousand wooden patterns of wheels, gears, shafting, bearings, clutches and other machine parts that have been made in the shops. If a gear breaks on a certain machine, it is only necessary to go to this pattern file, get the wooden model there, and follow it exactly.

If you want to cover plenty of territory inside, outside, beneath and on top of Bird buildings, join the painters. Week in and week out these men are constantly on the job touching up window trim, fire ladders, piping, walls and woodwork. In between times they are turning out signs and small work of all kinds. They, with the cleaners and oilers, believe in brightening the corner where they are.

It isn't quite in order, alphabetically at any rate, but since we've just mentioned the machinists and the carpenters, we'll talk now about the millwrights, who, in a manner of speaking, are a cross between machinists and carpenters. Their principal work is in setting up machinery. For instance, a millwright crew might put in a new beater, working in wood while putting in the "tub" part of the beater, and then installing the drums, gears, pulleys and motors, that would make the beater go.

We haven't any figures on them, but it's safe to say that there are a good many hundred belts throughout the mills. And so, of course, there are belt-men, whose job it is to keep all these rubber, leather, and composition belts in condition, to repair those that break, and to install new belting of all kinds.

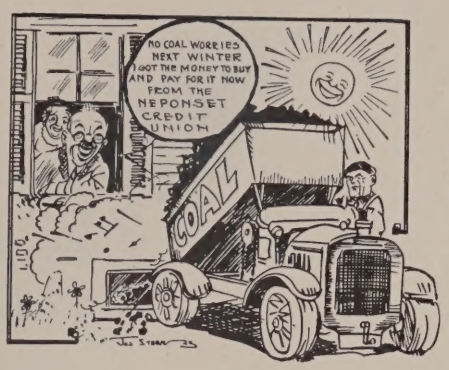
Unfortunate though it may be, steam, water and air cannot be sent over a wire, or shot through space. Pipes of all kinds and sizes must carry these things to the places where they are needed. And so we have the pipers, whose duty it is to install and maintain all manner of pipe lines, steam traps, valves and such-like gadgets.

So far we have been everywhere except up on the roof. Very well, Bird & Son has a roofing gang of its own which repairs and lays roofs throughout the mill.

All of which, at some length, tells you the story of "wheels within wheels," an industry within an industry, the work of the Maintenance crews, without which we could produce no goods, have no light, water, nor steam, and all the rest of it.

In brief, the Maintenance boys are a doggone necessary bunch!

OVER 1000 MEMBERS



COAL!

Buy Now — **Pay Now**

Save Money — **Save Worry**

Buy from Walpole Home Bldg. Co., at present low prices.

The Credit Union is willing to help you and will loan you the money.

You can pay it back in small weekly payments.

NEPONSET CREDIT UNION

Five Questions with but a Single Answer

THIS is the day of many questions and many answers. The Boston Better Business Bureau has prepared a quintet of inquiries, and a single answer applies to them all. Here they are:

When a smooth-talking individual tells you confidently that he is going to "let you in on the ground floor of a stock issue that will soon sell for many times its present low price"—is he Santa Claus in disguise?

Answer: Before you invest—investigate.

When you get a telephone call from a distant city urging you to buy stock in what is "bound to be a sensation in the stock market," should you tell him he has the wrong number?

Answer: Before you invest—investigate.

When you receive through the mail what appears to be a newspaper purporting to give unbiased information about the stock market, but in which you notice repeated emphasis being laid on the possibilities of one or two particular stocks, what is the proper procedure?

Answer: Before you invest—investigate.

When an unknown broker or salesman tries to sell you securities of known value in order to purchase stocks about which you have no information except that given you by the salesman, what is the slogan of which you should think?

Answer: Before you invest—investigate!

Card of Thanks

We wish to thank the Printing Department for the kindness and sympathy shown us in our recent bereavement.

Mr. and Mrs. Henry C. Baker,
Miss Alma Walsh.

BIRD & SON SALESMEN'S PAGE

TO start the page this month, here's a story from N. F. McCann, Floor Covering. Mac asks us to censor the story to some extent, and lay the scene "Somewhere in the East." So be it, here goes:

Another salesman and I were working a small town east of Rochester recently. Just ahead of us was a high pressure, loquacious and unusually cock-sure radio salesman.

He was from New York, and "poisonally" admitted it—every few minutes. He didn't state what part of Manhattan, but I don't think it was the upper part of the Avenue, or the Drive.

View in front of Asphalt Roofing Co.'s store, showing the "Scene-in-Action" display in the window

In every town we reached, and in each furniture store in that town, he seemed sure to be waiting just ahead of us. Finally we reached Arthur ——'s store. The little radio salesman, true to form, was waiting to see Arthur, just ahead of us.

Now, Arthur's an "awful good feller," but he has one bad weakness, which he can't seem to overcome—he's an undertaker.

When we got in the store, Arthur was closeted in his cozy little morgue in the rear with a chap who was saying nothing worthy of comment. He had been in an argument with most all the units of a seventy-five car freight.

We all waited awhile, but the little radio salesman began to get very impatient. It seems he had a "poisonal" appointment to talk with Mr. Wanamaker or Mr. Macy or Mr. Gimbel in New Yoik the next day, and was hurrying through "the sticks," even allowing them to place less-than-carload orders.

He had so much to say about the "big business" demands on his time that finally one of Arthur's salesmen said, "Go on in and see him now if you want to."

The little New Yorker said he'd "never seen no stiff yet that could scare him" and in he went.

Art Wintermantle, the other salesman, and I, debated whether we'd better wait or not. We'd seen our little travelling acquaintance work, and knew it took him about half an hour for preliminaries, somewhere around an hour for the body of his sales talk, and also that he was no slouch at saying "goodbye."

But before we'd reached a decision, the little New Yorker came out. He looked, somehow, oddly different from when he went it. I didn't recall his complexion as having been ashy-white, but I may have missed this detail.

Also, he must have left all his poise with Arthur, and his unobtrusive boy friend. He didn't stop to look at us, I don't think he even saw us. His objective—the door was his objective, and he just made the grade.

Arthur, himself, came out directly, smiling happily. I had never seen him in such rare form. The radio salesman's short-order exit put Arthur in such a gruesomely happy mood that he gave me the largest order I ever got from him.

The whereabouts of the radio salesman is still unknown.

We don't know just what comment to make, unless it be that "fools rush in where Bird Salesmen fear to tread." Which isn't just the point of the story, but anyway, it shows what sometimes happens to the "wise-guy" salesman.

The picture this month is of a sales office and one of the trucks of the Asphalt Roofing Co. of Louisville. A new "Scene-in-Action" display unit may be seen in the window of the store.

Alan J. Potter, Roofing, sent in a newspaper clipping of a snow scene in Portland, Maine, showing the snow piled up about 15 feet alongside of an automobile. Remarking on his own adventures in the automotive world, Alan says:

"My Essex fell apart the first of the month so I thought I'd take a step upward in the world, and I bought a Dodge sedan. I guess it was a step downward, though, because the first week I got arrested for speeding, and the second week I met the sheriff chasing some rum-runners, and got all smashed up."

The only moral of that is to become either a sheriff or a bootlegger. Either way, you can get a new car every week.

Next month, a story from H. R. Smith is ready. Who else?

Uncle Mose On Floor Covering

In de manufaction ob Felt Base Floor Covering de fustest thing dat happerns, am to mos' thorouly depregnate a roll ob felt wid hot pitch or somepin'. De felt am den rolled up an, allowed to sot for a spell. Den it am enticed thru a machine dat gives one side de top side a nice heavy undercoat o' paint. Dis painted felt am den hung up in an oven, an' baked till done.

Atter de bakin' progress am consumated, de preparationed felt am wound in rolls not Parker House an' taken to de print machine. Dis is where de fancy work am promulgated. Dis here machine has a lot ob printin' blocks syncronized so syncronizinly puffect dat dey does a job ob printin' de mos' fastidious an' difficult patterns, jest as well as if it was done right.

Frum dis machine de printed stuff am stretched out on its back in anudder oven, an' again baked till ready. When ready it is put on still anudder machine an its back waxed and udderwise beautified. Den it am laid out on a table, suspected, measured, cut, etc., etc., and rolled up an' wrapped, an' it am mos' ready for service.

H. L. Badger.

FOR SALE

Pansy plants. Choice variety of fine colors. 35 cents a dozen, or 25 cents a basket.

William J. Colmer, FFQ.

CHICAGO ACTIVE IN SAFETY; CAN WE BEAT MAY RECORD?

WITH characteristic Western vigor, the Mill and Office has entered into Bird & Son Safety work with the firm intention of showing the rest of the mills what they can do in accident reduction.

In common with the other plants Chicago has a Safety Committee, made up as follows:

B. H. Roberts, chairman; M. F. Meyer, secretary; H. J. Morman, E. H. Jansen, and John Schultz, safety inspector.

This committee meets every two weeks in order to pass upon safety recommendations and formulate ways and means of keeping the Safety First idea before the employees. Once each month the committee makes an inspection of the plant.

The Safety Inspector makes a detailed inspection of the plant every Saturday and submits a written report on the condition of all safety appliances. With this report is also combined a report upon the condition of fire fighting appliances and mechanical equipment which would likely cause an accident.

Each member of the Safety Committee is in turn responsible for the submission weekly to the editor of the Mill and Office Weekly, the account of an accident which has occurred during the week, and the manner in which it could have been prevented. In addition, every fourth issue of the Mill and Office Weekly is to be a Safety Issue, in which will be printed the detailed account of all accidents that have occurred during the preceding four weeks, and the manner in which these accidents could have been avoided. A member of the Safety Committee is responsible for the compilation of this data.

All foremen are charged with the instruction of their men in the proper handling of tools and mechanical equipment.

As to Safety work in general, the Bird mills are doing well. The total is still well below that of last year—BUT.

What's the "but" for? Well, in May, 1926, we had only two accidents in the Bird mills at Norwood, East Walpole and Phillipsdale. That's a hard figure to beat. If we don't beat it, it means that this year's total is going up towards that of 1926.

Keep floors around machines clean. We had one accident when a man went to the front of a machine to shut it off, fell over a pile of cartons, and in trying to save himself ran his hand against a nail in the wall.

A chap out at Chicago jammed his hand, failed to have the wound treated, and is now out with a bad infection. Remember the story of Breitbardt, "strongest man in the world," who died from an infected nail scratch.

BIRD & SON, inc. 1927 SAFETY RECORD — JANUARY 1 TO APRIL 20	PLANT	No. of Men	JAN.	FEB.	MAR.	APR. 20	TO DATE	IN MAY 1926 WE HAD 2 ACCIDENTS — CAN WE LOWER IT THIS YEAR?
	Paper Mills	231	1	1	1	1	4	
	No. 1 Box	201		1			1	
	No. 2 Box	115		2	1	2	5	
	Engine	151	1		1	1	2	
	Fl. Cov.	321		3			3	
	B. & Roof.	211	2	2			4	
	Phillips.	102			1		1	
	Chicago	100	1	1		2	4	
TOTALS		1492	5	10	4	6	25	

SOLVE THESE AND WIN AUTOGRAPHED REVIEW

Now, we ask you, who are these men? Both work at East Walpole. It might be said of the man on the left—"he poosha-poosha-poosh," that is, when the weather is good. Although he is not of Hebrew extraction the man on the right might be called "The Wandering Jew"

SEVERAL Bird & Son people have said that we were making these "Whozits" too easy. Well, mebbe so. Our only reply is in one of the pictures this month If you can guess the name of the chap with the checkered bow under his chin without any help from your associates, and without asking the editor more than three times, "Is it so-and-so," the aforesaid editor will positively present you with an autographed copy of the *Review*, which same anyone should be proud to frame and hang in the woodshed.

The other man may be a little easier. But not much. The "clues" this month are vaguer than ever. You will need plenty of time and patience to dope 'em out.

Remember, the bets are on, and the editor will sign a hundred *Reviews* if he has to. Come on, you puzzle hounds!

There were some who guessed wrong on last month's number, but quite a few who guessed 'em right. The one on the left was Harry Dresser, and the chap on the right, Rob Roy.

Dig around in your trunk. Find an old-time picture of yourself or another fellow-worker, and send it in!

1927 Baseball Season Will Open Week of May 16; Six Teams In

BATTER–RR–RR–UP!

Within a couple of weeks we will be hearing the welcome call of "his umps" and the 1927 season of the Walpole-Norwood Industrial League will be under way.

Six teams will compose the league this year, as follows: Bird & Son, Lewis Manufacturing Co., Berwick & Smith, Plimpton Press, Winslow Brothers & Smith, E. Fleming & Co.

The opening games will come during the week of May 16, and continue twice a week through the season, which will, as in former years be played in two halves, the winner of the first half to play the winner of the second.

Bird & Son will play its home games, for a while at least, on the Bird School grounds. But by the time the second half opens, the new field should be in excellent playing condition.

Last year the Bird & Son team came within inches of winning the pennant. This year we have just as good prospects, and there is no reason at all why we should not be real contenders for league honors.

The majority of last year's players are still with us, and will probably report for practice before the *Review* is issued. They are: Miller Higgins, Bob Graney, Dave Bowles, Bill Murphy, Fred Vietze, Tap Geary, Bullet White, Charlie Rafuse, William Fitzgerald, Miah Coughlin, and Al Deviney.

Additional candidates for the team, in all positions, are wanted Watch the bulletin boards for announcement of practice times, and call or see Al Smith in the Labor Bureau if you wish any information

Both new and old players will be interested to learn that brand new uniforms will be issued this year.

Come out and get one "broken in" before the season starts!

Four New Courts In F. W. Park For Bird & Son Tennis Enthusiasts

TENNIS enthusiasts will be glad to know that preparations are being made for the construction of four new courts in Francis William Park, to be ready some time later in the season.

The present courts will be ready for play about the middle of this month, shortly after which plans will be laid for the annual tennis tournament.

It has been suggested that this year the tournament take some different form than previously, allowing more players to participate. Anyone interested in this should talk with Al Smith in the Labor Bureau.

Sample racquets are on hand in Al Smith's office for inspection by those interested in getting new equipment for the coming season.

Bird Club Members Millionaires For Night at the April Meeting

NEARLY a hundred puzzled members of the Bird Club climbed the hill to the Clubhouse and walked down to the Gymnasium, the evening of April 18, wondering all the while what in Sam Hill was going to take place. Circulars sent out in advance talked somewhat wildly of a "million dollars for everyone" but gave no real information.

As a member entered the door of the gym, the promise in the circular was fulfilled, and he was handed a million dollars, in ten-thousand dollar bills. It is reported on good authority that 99 and one-hundredths per cent of the members either counted or asked to make sure that the whole million was there. Just as if they'd been used to having a million dollars every night in the week!

The holding of this million dollars gave to each member the privilege of "investing" it in any one of a number of games of chance that were distributed about the hall. One might take a shot at roulette, cards, galloping dominoes, a "wheel of fortune" or whatever he wished.

The object of the evening's entertainment was for every player to endeavor to accumulate, in one way or another, more millions than anyone else.

When the two hours of play had ended, the great question was, of course, who had won. And who was going to count the money?

The question was soon settled. "Heavy" Hevy of the Accounting Department dumped a stack of bills about a foot high on the table. "Has anyone a higher pile than this?" called the teller. No one had, so "Heavy" was awarded the first prize, a smoking stand. Second prize for the next highest stack of bills went to Blanchard Warren of the Bird Machine Co. Warren now has a high grade cigarette lighter, guaranteed to work for at least six weeks.

Other prizes were awarded to Frank Whitehead, third; Harold Morgan, fourth; George Smith, fifth; and John Kirby, sixth.

The "Board of Directors" for the evening included: James B. Maguire, Chairman, Russell L. Tupper, Cornelius Gardner, Philip N. Hills, Harold M. Doherty, Eli L. Chamberlain.

Refreshments were served during the riot from a "bar" at one end of the hall.

And to paraphrase a well-known saying, "an uproarious time was had by all."

If I had the opportunity to say a final word to all the young people of America, it would be this: Don't think too much about yourselves. Try to cultivate the habit of thinking of others; this will reward you. Nourish your minds by good reading, constant reading. Discover what your lifework is, work in which you can do most good, in which you can be happiest. Be unafraid in all things when you know you are in the right.—Dr. Charles W. Eliot.

The Purchasing bowlers. Back row: Maurice Tarr, Ernest Stott, Mike Hawkins. Front row: Herbert Stott, Fred Vietze, Charlie Rafuse, Ted Maddern.

ABOUT 75 Bird & Son bowlers buried hatchets of missed spares and "almost strikes, and journeyed to Boston and the City Club last month for a banquet, followed by a theatre party at the Copley Theatre. Busses took the crowd in from East Walpole and Norwood, and returned them later in the evening.

In between the eats and the shows members of both leagues had a final whack at the pins on the Huntington alleys.

The following summary gives the standing of the Office League teams and individuals at the of the season:

Monday Nighters

Team	Won	Lost	Per Cent
FB	16	4	.800
Mill	12	8	.600
Sales	11	9	.550
Triangle	9	11	.450
AC	6	14	.300
RC	6	14	.300

The high single string was won by Herb Johnson with a 125. Sales took the three-string total with 1346.

Thursday Nighters

Team	Won	Lost	Per Cent
K	15	5	.750
AA	12	8	.600
AS	11	9	.550
FX1	11	9	.550
FF	6	14	.300
EF	5	15	.250

Mack of AS equaled Herb Johnson's score of 125 for high single string in the Thursday night section, and K took the 3-string total with 1338.

Following were the ten highest averages at the close of the second half:

Downing, FX1, 97–3; Tarr, AS, 96–11; Hall, AA, 94–10; Mack, AS, 92–14; Nickerson, FF, 91–7; Tarr, K, 90–3; Phelps, FB, 89–7; Rogers, GL, 89–3; Rodd, AC, 89–2; Schaier, EF, 88–9.

BIRD'S
NEPONSET REVIEW

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"That's Where My Money Goes"

A RECENT check-up by entirely reliable authorities has brought to light a condition that, on the surface of it, is almost unbelievable to some of us. Figures which are quite accurate show that the wage earner of today is forty-four per cent "better off" than he was in 1909. This takes into consideration the rise in prices since that time, showing that the rise in wages has not only offset it, but has gone forty-four per cent above it.

Do we hear, from the rear of the hall, an incredulous, "haw, haw"?

We probably do.

But the owner of that "haw haw" is thinking only in terms of the present. May, 1909, is 18 long years ago—five years before the World War. Some of us just remember it, others of us can recall it quite clearly, with a little prodding of the memory.

Very well, then, what did you do, say, on Decoration day, 1909? Well, it may have been one of several thngs, but it's a dyed-in-the wool cinch that several who read this boarded a trolley car or steam train, with the wife, children and a picnic basket, and went to a lake or a beach to spend the day, returning the same way. And what did it cost you? Somewhere around a dollar.

What will you do this year? You may or may not pack the picnic basket. But the chances are mighty good that you will not get into a trolley, but rather into the old bus, and whiz yourself along, not necessarily to the nearest beach, but very likely to one 50 or 75 miles away.

And what will the day cost you? Five dollars, anyway.

Twenty years ago you hurried home from the beach before dark. Arriving home, what did you do? Read the paper again, perhaps, and then hit the hay. This year, you may wait till long after dark before coming back. Then you will drive your bus into the garage, come into the house, and having, say, an hour before bedtime, what will you do?

Again the chances are pretty fair that you will flip a switch, turn a dial or two, and sink back in your chair to listen to sweet music coming through the air.

We have given just two examples that show, you must admit, that we are better off today than twenty, fifteen, or even ten years ago. For do not forget that a good part of that forty-four per cent betterment is going to pay for the car and for the radio.

It is good to have it so. The pleasures and comforts of these days make life more worth living.

Then, too, there's another angle to the picture. People are saving more today than they were ten years ago. Many examples could be given to show this. We need give only one—from our own Neponset Credit Union. Ten years ago there were less than 150 members in the Credit Union—today there are over a thousand. Shares and savings ten years ago amounted to only $4,000 Today the same balance is more than $60,000.

There are more ways to spend money and more ways to save it than ever before, and there is more cash to do either with.

Of what are *you* thinking when you sing to yourself that little ditty entitled, "That's where my money goes—"?

"B. B. Club" Will Have Guest Night at Bird Hall, June 1

THE B. B. Club had a well attended meeting on the night of April 7. During the business meeting it was decided to hold a benefit movie in Bird hall, Wednesday evening, June 1, "Casey at the Bat." It was also voted to hold a Guest Night, the date to be announced later.

Mary McKinnon, Ethel Havey, Mary Scanlon and Anna Duffy were in charge, and at the conclusion of the bridge playing they served refreshments composed of ice cream, cookies, and best of all—"Cocoanut Kisses" made by Mary McKinnon.

The first prize was won by Maude Kaler, while the one for the lowest score went to Minnie Adjutant.

Flo Steven, Miriam Leary, Althea Garland and Evelyn Wadleigh had charge of the meeting April 26th. Lillian Jostin won the first prize and Flo Steven captured the "consolation."

Suggestions

IT'S a little early, of course, to tell much about winners in this year's Suggestion Contest. But it might be interesting to know the names of those who have started on their way to the Grand Prizes. The following men have had more than one suggestion accepted since the first of the year:

Walter Hanson, FFP, 4; H. G. Morgan, FFR, Frank L. Reed, DPH, and Arthur Spinks, FFV, each 3; and Clifford Banks, DPP, John Lydon, FXT, Charles I. Miller, FFV, E. C. Rafuse, SM and John H. White, FBM have had 2 suggestions accepted.

It is interesting to note that Phillipsdale and Floor Covering are very much in the running so far. Last year neither of these plants won any of the main prizes.

In the first three months of this year, 60 suggestions have been accepted. The following were accepted at the April meeting:

Safety clip at ink rolls, FXR	John Bache, EMM
Platforms on apron machine	Avard L. Bird, FFR
Pin on fire hose pipe to hold reel and pipe in place	Curtis Boyden, FXF
Devise new system for labeling and loading floor covering	John Connolly, FFV
Elbow for muffler on tractor	Maurice F. Dunton, DMT
Marking of labels at DP	R. G. Fulton, FBP
Electric plug on side of machine	Walter Hanson, FFP
Additional platform for truck	Walter Hanson, FFP
Fasten clutch lever, No. 2 pull-out machine	R. L. Jenkins, FFSM
Change fitting on glue kettle	Martin King, EMP
Fasten dog clutch on horne reel, FBPM5	James Loughman, FBP
Enclose cable on top gate of FX2 elevator	John Lydon, FXT
Waiting room at FFV office	Charles L. Miller, FFV
Rack for lumber	Francis Monahan, FFV
Relocate bubbler in FFR	H. G. Morgan, FFR
Widen door from No. 3 ovens to FFR	H. G. Morgan, FFR
Safety stop on runways of ladders in SP	C. E. Rafuse, SP
Install drinking fountain in cutting room	William Shaw, DPSM
Method of shortening hooks on crane yoke	Ira M. Treen, FFY
Protection at door No. 28	John Trofenow, FBV
Spring on top of motor of lift trucks	John H. White, FBM

A Real Opportunity

THE "C. M. T. C." will soon be under way, and over 35,000 American men are expected to attend. What is the C. M. T. C.? It is the Citizens' Military Training Camps, open to American young men throughout the country during the months of June, July and August.

Over 160,000 men have already attended these camps, some of them from Bird & Son. If any Bird & Son workers between the ages of seventeen and twenty-four are interested in going to camp this summer, they should come to the Labor Bureau, and arrangements will be made, if possible, for them to attend, for one of the 30-day periods.

The Dickie Bird

Here we have the Dickie Bird,
Who runs with rapid stride,
And catches lots of nice big jobs
That fill us all with pride.

The Brookline schools have 'lected him
A member of the board,
And the G. O. P. with alacrity
Has made a like reward.

At all big meets of track and field
You'll see him out in force,
He makes things run all nice and smooth,
For he's the clerk of course.

A clerk, of course, is not his job
As perhaps you can presage,
For he keeps track of all the things
That happen in the cage.

But when he has an hour to spare,
A tennis ball he plants,
Until his breath has B. V. D.'s,
Er—I guess we mean short pants.

Jerry the Office Cat.

Mike wishes it distinctly understood that not he, but Eli Chamberlain, is responsible for the very low form of humor expressed in the last spasm. Mike feels that it is far below his dignity to descend to such levels.

If a man does not make new acquaintances as he advances through life, he will soon find himself left alone. A man, sir, should keep his friendships in constant repair.—Dr. Samuel Johnson.

Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

This missed getting in last month's issue, but it's worth while running even now. It seems that one of our "better halves" did a wifely duty one day and sewed a button on her husband's coat. All very well, of course. The next morning friend husband was riding to work on the train. The conductor approached and warbled his usual "Tickets, please." Mr. Severance fished in or toward his pocket. Something seemed to bar the way. He secured a half Nelson on one corner of the monthly pasteboard, but could not seem to remove it. So far as we know he rode to wherever he was going without having the ticket punched. Perhaps the conductor was married, and had had his own ticket sewed to his coat-lining, sometime.

These men rolled 'em for AC. Back row: Roy Springer, Robert Rodd. Front row: Howard Mann, Ray Young, Ernest Coleman.

Miss Corbin, AS, has a male police dog. "Flossie" Nichols of the same department was overheard recently asking, "If it ever has any puppies, give me one, will you please?"

Ruth Arel of the Hospital staff is away on a leave of abscence. Miss Gardner is taking her place.

We were glad to welcome Miss Poff back from her trip across the water. The Purchasing Department is now in running order again.

We all noticed that the Flavin sisters flashed to work not long ago all in green.

We missed Alice Kelliher and Helen Kiniry a few days while they were out sick.

H. G. Morgan is now a welcome member of the Floor Covering Correspondents.

The girls in CF are making hats now, so any one needing an after-Easter headgear can be readily supplied.

Eddie Johnson says that the easiest way to steal a horse is to get on one that won't mind and come back when the owner calls. He must have tried it down in Norton.

The Bridge Club is making a hit with the girls. They all like it much better than poker.

New workers in the office include Ida Phillips, and Jean Phelan, CX.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

Louis Polevitch of DF has bought a house on Austin street, Norwood.

Mr. and Mrs. Frank Townsend have also purchased a house. Theirs is located on East street, Walpole.

Joe Knaus and Jim Geary have been out on the sick list, but are expected back soon.

Amos Gilbert is a new worker in DFW.

Herman Nordstrom took some of his friends to see the herring run at Taunton. They didn't say so, but they probably wished they had seen the car run a little more, for Herman had to stop only about 14 times to fix tires on the way.

Ed. Tracey has taken Vincent Grudinsky as his sparring partner, and is training to meet Gene Tunney some day soon.

Arthur Doderer is very much interested in his camera, and promises some good snapshots for the next *Review*.

The age of jazz has finally claimed Dave Kelly as a victim. Dave has taken up an extensive study of the several varieties of plinks contained in a banjo, and while he has taken only a few lessons, he says that a good professional player would need two or three sets of strings to duplicate some of the weird plunks that he has raked out of it so far.

Pete Folan has received many congratulations on his good showing in the marathon race, April 19.

Steve Smith still claims that if it were not for that Reo Flying Cloud of his, nobody would know he was living. He wanted to give the old boat a rare treat over the holiday, so he had it overhauled from the ground up, and a nice new coat of paint to top it off.

He decided to take a trip to the villa down at Swifts Beach, so off he went, leaving the square amid cheering, handshaking daintily embroidered handkerchiefs waving a temporary farewell, lusty yells and hoots from the kids, and all the rest of the junk similar to that received by Commander Byrd on his departure for the pole.

Space is too scarce to describe the trip on the way down, but everything was perfect, down-hill grade, and in due time he landed almost at the cottage, when the Flying Cloud became tired of flying. Well, well.

You know what you do when you have trouble with your own cement mixer. Well, that's just what Steve did, and a lot

Jim Hammod and his dog "Jack"

more. He finally admitted he was licked, and called up the family specialist, and had him come all the way down and look it over.

He fooled around both ends for a while, kicked the tires, admired the paint, and then told Steve that he would start off, and for the Flying Cloud to follow.

She started off nice and easy behind the Flivver, and it was surprising how smooth she rolled along. Pretty soon both cars were hitting a pretty good clip, and Steve wasn't losing an inch.

The Fliv went faster, and so did Steve. Well, if you want to know the answer, its right handy in the drawing that our staff artist made from Pathe News views taken right on the spot.

Since the last issue of the *Review* a baby girl has arrived at Tim Curran's home. Tim says he won't have to buy that alarm clock now.

Jim Houlihan is putting the electric billy goats through their regular spring training, along with overhauling and giving them some new flashy colors.

We certainly apologize for neglecting to bid a hearty welcome to Mrs. Center in the last *Review*, but extend our hearty handshakes right now.

John Curran has ventured into a new enterprise which keeps him busy three evenings a week making sails for stranded motor vehicles. He intends to get his device protected by a patent if business warrants.

James Houlihan of DMH spent the 19th of April holidays with relatives in Bridgeport, Conn.

"Miller" Higgins has recently been doing quite a bit of police duty for the Town of Walpole. We'll say that he looks pretty "speshul" in his uniform.

FB is not the only department owning a "Doc," as we have lately learned that Ralph wishes to be called Doctor Wilkins.

John Kinery of Medfield, an alternate from Northeastern, is welcomed as a member of the laboratory staff.

Those who bowled for AA. Back row, left to right: Earle Bradley, Wes Ahlgren. Front row: Arthur Wilson, Frank Vietze, Ed Hall.

The FF bowling team. Back row, left to right: Frank Maguire, Ben Sodergren, Jack Alcott. Front row: Ralph Wight, Leo Bernier, Frank Smith.

Engineering

John Maitland *John Burhoe*
John Bache *Joseph Sheehan*

The draughting room is now in its new quarters, on the third floor, north end of the new DM14 building, and all who have had occasion to visit the room have been much pleased with the good light and roominess.

Some of the friends who visit EF have expressed a desire that an elevator be installed. Those three flights of stairs seem to get 'em.

The new blue print machine and dryer, recently installed, is proving very useful and efficient. Work can now be done in half the time it formerly took, and the machine is particularly fine for some of the extra long prints that have to be made.

Chief Schaier is in charge of the Machine Department and has suggested some very good ideas which will be carried out later.

Ed Boulter is now filling two jobs. In addition to his roofing work he is now acting as assistant to Andy Urquhart in EMW.

What was the liquid refreshment at the Bird Club "Monte Carlo" night? We saw Tom Wright's Buick in the ditch not far from the Club the next morning.

Dave Regan, Jr., is now sporting a brand new Moon touring car. Pretty snappy looking boat, Dave.

New cars in this division also include Rafuse's Whippet, Graney's Buick coach and Anderson's Chrysler.

Dower's old Flivver is getting a once over we hear.

New workers in the EM Department include John Morrissey, EMM; Robert Reid, EMW and William Oakey, EMP.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Our wonderful safety record was spoiled this last month when Manuel Cliver, from the beater room, was unfortunate enough to turn his ankle when he stepped on a bolt that had been left on the floor. Three days were lost by this accident and Manuel is back on the job again now. We still have an opportunity to better our safety record this year and we're going to do it.

Ed Healy is home from the R. I. Hospital and expects to be back to work soon.

William Livingston has been rather active in the real estate field for the last two or three weeks. Having been burnt out of his home on Wilson avenue, he purchased a new house on Sweet Briar avenue, Riverside, and now goes back and forth to work in a touring car.

Walter Gill has been up in the air lately painting his house. A few days ago the paint left him and fell on the front steps of his house. The trouble is that when the paint falls like that it makes rather a bad mess, but Walter had a great time telling everybody about it.

In the temporary absence of his wife, John Barquist had Joe White living with him for a few days. The only thing reported missing to date is John's dog.

William Banks celebrated his twentieth wedding anniversary in the evening of Saturday, April 16. About forty friends were present including our production superintendent and our head receiving clerk.

Vincent Zubowski has left our beater room to go to work on his farm in Pawtucket.

Charlie Riley was on the receiving end of an April fool joke and chased Johnnie Nolan all around the mill after some setting hens which Johnnie was supposed to be giving away. Johnnie didn't have any hens, never had any, and wouldn't give them away if he did have them.

The men on the machine are talking of starting an automobile club but have barred those men having machines older than 1920. Red Harrington, in an attempt to get into this club, is soon to trade his ark for a new one along about 1921 or 1922.

Albert Carlson has already entered his application as he is now going around in a Chevrolet sedan.

Mr. Wills from the Certain-Teed Products Company paid us a visit this last month. He seemed to be particularly interested in the Bird screens which we are using.

We have taken six new members into the Benefit Association. This will bring our percentage of employees up quite a little.

William Shaw received a five dollar check this month for suggesting a drinking water fountain in DPC.

Tixy Billings and Henry Phelps have been telling us about the wonderful banquets they had in their respective bowling leagues. Henry Phelps' team finished second in the Canoe Club League and Tixy's team finished fourth in the Providence Church League.

Our office boy, Manuel Oliver, recently received an award at the Providence Commercial High School for attending two continuous years of night school without missing a session. When it is considered that Manuel has to go in from East Providence every night this record is quite a little to his credit.

BOX FACTORIES

East Walpole, Mass.

Malcolm R. Mars *Earl H. Hansen*
Albert H. Hammond *Will A. Evans*
George L. Holland *Charles S. Mutch*
Florence H. Slaney *Mary Driscoll*

We were glad to welcome Laurie Doane and Annie Richardson back to work in FXk. Both had been out on the sick list.

Helvi Lehtonen played the leading role in "The Golden Locket," featured by the Finnish Dramatic Club of Norwood, April 2.

Warning, keep away from Pleasant street! Mrs. Rafuse is learning to drive her new Whippet.

We are glad to greet William Patterson as a new worker in FXT1.

George Daisey is sporting a new Oakland runabout.

A patriotic baby was born to Mr. and Mrs. Michael Flaherty on Patriot's Day. The little boy was named John.

If you want to know where the good deep sea fishing may be found, ask Harry Tower and Arthur Colburn. On a recent trip each used a clam for bait, and it was in such good condition at the end of one and a half days of fishing that they took it home and fried it for supper.

Martin Keady was a distinguished guest at the opening of the Rainbow Gardens recently.

We are all anxious to find out what became of the prize that Sam Hunter won at the whist party recently.

The girls at No. 1 Box Shop are very anxious to start a club for the purpose of reducing, as the building regulations call for a limited amount of tonnage on any one floor.

We welcome Ralph Martin, Jim Jurgewicz and Henry Cecchi to FXF.

Fred Johann is a newcomer to FXO.

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Ralph Kolseth *Charles Seavey*
Richard Stoddard *John White*
L. M. Pratt

Carmel Gugliotta, formerly of No. 5 Machine, is on a six months' leave of absence. He has returned to Italy, and intends to bring back his wife and boy in August.

Marco Michenzie has been transferred from No. 1. Machine to No. 5 Machine as paint mixer. His son, Teddy, is on the same machine as paint tender.

Kenneth Stuber is rolling in these mornings in a brand new Willys Knight.

Helmer Ecklund made all preparations for a fishing trip for trout the first day that the law was off. He arrived at the brook only to find that he had forgotten both bait and reel. Also, the woods were closed. Now Helmer has time to get all set by the time the season opens up again.

Ralph Kemp can be found hard at work any day around his new home. At present the lawn is occupying most of his attention.

Gus Mauritz and Walter Bragg, both owners of "Chevs," are intending to race within a short time. Bets may be placed with Mr. Pratt in the FB office.

Don't be surprised if you see Ray Call walking through the mill upside down, as this is the only way he can keep anything in his new jumper pockets. Never mind, Ray, anybody can use pockets the right side up.

We offer our sympathies and encouragements to friend Beasley of PBL who was recently elected to the "When a fellow needs a friend club."

Milton was travelling merrily through Norwood when his faithful Flivver, another of those "best Henry ever built" things, suddenly shied at the new signal lights and right there in the middle of the traffic filled road started to dance a Black Bottom. While Milt struggled his darnest to calm her, complications set in, and her rear end developed very pronounced dislocations, which, in turn, resulted in complete paralysis of her mechanical anatomy. Thus, the final catastrophe.

We believe our old friend "Jep" of FBE has the right idea. These tin bound contortionists are just right to carry around for spares.

Fulfilling our prophesy of last month, Ralph Kolseth now arrives at FB in a brand new Studebake, which seems to be well nigh beyond criticism. Congratulations, Ralph.

We are pleased to see Fred Reed back at his task, after a short spell in the sick bay.

Alden Boothby spent the holiday enjoying the offerings of the Cape at Harwich.

Talk about prosperity! Have you seen our latest arrival in new cars? Doc Watson now introduces a real Chrysler "70."

A hearty welcome is extended to Ralph White, UzBlakney, Allen Russell, Charles Lubin, Joseph Wosner, Harold Dunaken, Michael Costello and Fred Clements, all new workers in FBV, and to John Kuratowski and Charles Casey, newcomers to FBX. Also to Jacob Bitar, Mike Yahlenskas and Rudolph DiMichele, FBF, and to Alec Powers, FBP.

Rob Roy has received his annual spring shipment of fancy pure bred chicks from Pennsylvania. We might also mention that Mr. Baker, PBN, is the owner of a breed of hens that can be trained. One night recently a commotion at his back door showed Mrs. Hen asking for admittance. Coming right in, she immediately laid a fresh egg, and departed. A few mornings later, Mrs. Hen again asked admittance, through the kitchen window, and after being admitted, another fresh egg was laid, just in time for breakfast.

John Sheehan made his annual trip to Boston during the month. John said he attended a good show, he doesn't know just where, but it was a good one.

Kalph Kemp visited New Hampshire over the holiday.

Algot Johnson has joined the ranks of the proud Ford owners.

Florence Morman of the Chicago Roofing office

John Patinsky is making a contribution to the Forest Hills Court for the privilege of speeding his favorite Dodge.

At a recent fire in the dump on Water street, our No. 1 hose reel was manned by a company of real fire fighters, Messrs. Jepson and Dresser at the pole and Mr. Baker furnishing the push in the rear.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

No. 1 Machine broke the production record on No. 75 Paroid C. O. S., April 11 and on Old Reliable, April 12. It also had a non-stop run on the latter date.

And No. 2 machine had a non-stop run and a record run on Amer. Hex Twins, April 12 and a non-stop run on the 11th.

Florence Morman demonstrated the fact that she can bowl as well as she can operate a typewriter and make sketches for Mill and Office Weekly when she averaged 152 pins for three games recently.

A son, Daniel, weighing 6 lbs. 5 oz., was born to Mr. and Mrs. Walter Bauer on April 7. Congratulations Walter.

Groups 1, 2, and 3 won the prize awarded by the Safety Committee for having no accidents during the first three months in 1927.

Mr. Hamilton Hayes lost his 5-year-old son on March 6. The entire mill and office extend their sympathy to him and to Joe Hooks who recently lost his grandfather.

Miss Dunn is again on duty at the files after a week's absence in Oakford, Ill., on account of the serious illness of a relative.

Salesmen L. L. Williams, O. F. Griffin, R. M. Dewar and F. D. Martin visited us this month, as well as the following dealers:

W. E. Gleason, Consumers, Lbr. & Coal Co., Portage, Wis. Mr. Kuder of the Bruno Martin Co., Saginaw, Mich. Mr. C. Garrett, Art Craft Roofing Co., St. Louis, Mo. Mr. William Williams, Williams Roofing Co., Ottawa, Ill. Mr. G. R. Wilson, President, Wilson Lumber Co., Woodruff, Wis.

Floor Covering won the second bowling match with our team by 186 pins. This makes two wins for the loop team.

T. Ecklund and Harry Cunningham were confined to their homes on account of colds but are now back at work.

Mr. Hird was the first of the office crew to start playing horseshoes, and we expect that the card tables will now be reserved for rainy days only.

We learned with deep regret of the death of W. A. Garrett recently. Mr. Garrett, who was 75 years old when he died, was the first Western Manager for Bird & Son about 25 years ago and an uncle of Mrs. A. B. Spiers, wife of our Illinois salesman.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

We have here at the Floor Covering Plant one who should be a staff writer on a sport column for one the the Boston dailies. Johnny Epich seems to know all the major league players from the date of their emergence from the bush leagues. His own prophecy is that the Red Sox are in for a bad season. But, is that a prophecy?

New men in FFP, to whom we extend a hearty welcome, include: Saverio Manduca, Walter Markowicz, Paul Erler, Henry Kramer, Frank Bitines, Patrick Campbell, Kurt Ochme, Nicola Rosetti, John McMahon.

James Harper has transferred from FFF to FFP and Miles Madison from FFB to FFP.

Dan McLeod has left the employ of Bird & Son and has purchased a farm in New Brunswick.

Nailo Bonaventura is taking a six months' leave of absence to go to his old place in Italy.

Elton Hamilton is building a seven-room bungalow on Cypress street.

Tony Karis of FFP is in the Norwood Hospital for an operation. Hope to see you back soon, Tony.

William Barton of FFP is back on the job after having been confined to his home for some time.

Fraser Dakin has left Bird & Son to take a position with L. F. Fales.

Ray Young has purchased a new Nash light six sedan. Now we know where all his money goes.

Mr. and Mrs. Walter Hanson are the proud parents of a baby girl. Our congratulations are a bit late, but just as sincere, Walter.

"For it's always fair weather," sing the crowd as they gather round the board in Ernie Boyes' latest acquisition, the famous old "Wickerpensitt Lodge" in Walpole. But seriously, we all hope he has a successful season, and that this venture proves to be another Eldorado.

Clyde Bennett is now the proud papa of a baby girl, Muriel Althea, born April 5.

Leo Bernier is sporting a new Cherole coach.

Stanley McInness and Angelo DiBattista are new men in FFR. Welcome to both of them.

Byron Hamilton is a newcomer to FFF. Glad to see you, Byron.

Stanley Blacker gets up with the birds and the other early risers and tours Eastern Massachusetts, arriving at the Floor Covering plant at 7 a. m. He is commuting from Henry Ford's adopted village of South Sudbury.

Harold Graves is a new worker in FFD.

Henry Letts of FFR now motors in a Studebaker sedan.

First it was Wight's,
Next it was Stowell's,
Last is was Solaris's,

But now it has passed out of Floor Covering ownership, and the far famed Chevi coupe that has graced this community for so long has been replaced by a Ford sedan.

Alphonse Winslow and Allen Piercey are newcomers to FFV.

Chicago Office

B. I. Hindmarsh *Lillian Moe*

Referring to an issue of the *Neponset Review* about a year ago will reveal that a bowling tournament was held between the Chicago Roofing Division and the Western Floor Covering division. The victory of the boys who sojourn in the Loop was loudly proclaimed, much to the irritation of the far Southsiders. As a result, a challenge was hurled at the Floor Covering crew, which was readily accepted. March 18 was set as the date for the conflict, and the place—the spacious Canal Street Recreation Parlor. The final outcome was as follows:

Floor Covering	2097 pins
Roofing	2040 pins

The second week following, the boys exploiting the waxed back journeyed almost to the door of the roofing headquarters and again were victors:

Floor Covering	2316 pins
Roofing	2130 pins

'Nuf sed

Several changes have taken place in the office organization. Department heads as follow have been appointed:

Mrs. F. B. Wittleder	Service Department
Miss I. Mitchell	Order Department
Miss A. Cosgrove	Invoice Department
Miss M. Lester	Dealer Record Department

Miss E. Heasley has been added to the personnel of the Invoice Department, and Miss Kahlert is working on the dealer cards, taking over the work of Miss MacWade, who has been transferred to the Order Department. Miss I. Griffin is now responsible for the detail work involved in credits, out-going mail, and Mineograph work. We extend a hearty welcome to the newcomers.

Library

THE Library columns of the weekly paper in a large town in a neighboring state made quite a feature in a recent issue of their books and magazines of interest to the home dressmaker. This brought to mind how useful many trade journals which we receive in this line might be made to those who design and make their own clothes. They are wholesalers' magazines and therefore show the most advanced fashions.

At this season of the year when housekeepers are renovating and looking for suggestions for making the home attractive, many of these journals offer suggestions for the latest ideas in draperies and arrangement of furniture. Those who have these problems before them will find out library helpful.

New Non-Fiction

Joseph Conrad as I knew him	Jessie Conrad
Daughter of the middle border	Garland
Son of the middle border	Garland
Lone winter	Greene
Gods and Grub Street	Adcock
Main Street and Wall Street	Repley
Falloden Papers	Grey
Sutters gold	Ceudrars
Yes, Lady Saheb	Seton
Music, an art and a language	Spalding
Poets and their art	Monroe

New Fiction

Ochiltree walls	Cummings
Black Flemmings	Norris
Old Countess	Sedgwick
Delectable mountains	Burt
John Crews	Chapman
Forever free	Wilkie
Amazing chance	Wentworth
Fire brain	Brand
Daughter of the house	Wells
Honk	Holman
Dower house mystery	Wentworth

THRILL FOR MR. WYMAN AS AUTO GOES 207 M. P. H.

Mr. Wyman's photo of the "Mystery S" travelling at 207 miles per hour

THE thrill of a lifetime!"

Such was the almost universal comment of those who were present, a month or so ago, at the record-breaking run of Major Seagrave in his "Mystery S" automobile, making 207 miles an hour on the sands of Daytona Beach, Florida.

So far as we know, George R. Wyman, manufacturing manager, was the only Bird & Son man who witnessed the event. Mr. Wyman was stoping at Daytona Beach on his annual trip.

Does Mr. Wyman agree that it was the thrill of a lifetime? He does.

"I went to the beach more than two hours before the race was scheduled," he said, in telling us about it the other day. "There is probably no other beach in this country to equal that at Daytona. It is 30 miles long and wide enough for at least 25 cars to drive abreast.

"The course as laid out for Major Seagrave was 9 miles in length. The first four miles served to give him a flying start. The next mile, marked by giant 'targets' was the test distance, and the last four miles provided room for the Mystery S to come to a stop.

"I spent most of the time before the trial started in trying out my camera on various moving objects, such as motorcycles and airplanes that were circling around, on and above the beach

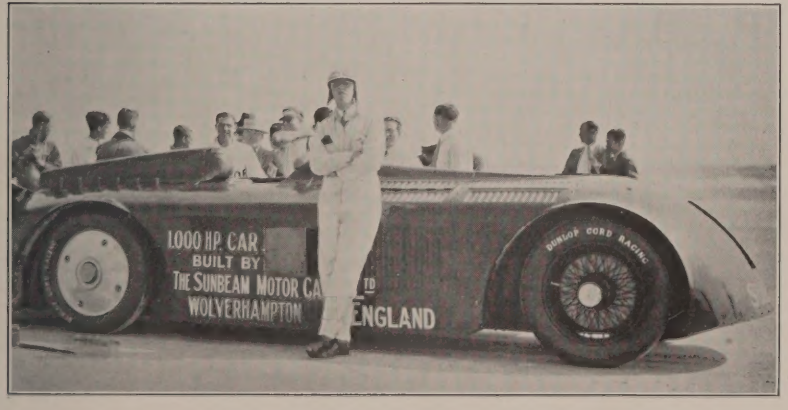
"At last the time came. The trial was on Far to the south was a little red dot. Breathless, the crowd watched it. In less time than it takes to tell it, the dot became a streak, the streak became a roar and a flash, and the 'Mystery S' had passed—at 200 miles per hour!

"In the gripping moments just passed I had forgotten entirely about my camera, and had not even snapped it. Luckily there was another trip in the opposite direction, and this time I was ready. I set my Kodak at one-hundredth of a second, caught the red dot as it approached far down the beach, followed it in the finder until it came directly abreast, and then snapped the shutter.

"The result far exceeded my expectations. The best thing about that picture is that it shows you exactly how the car looked to those who saw it."

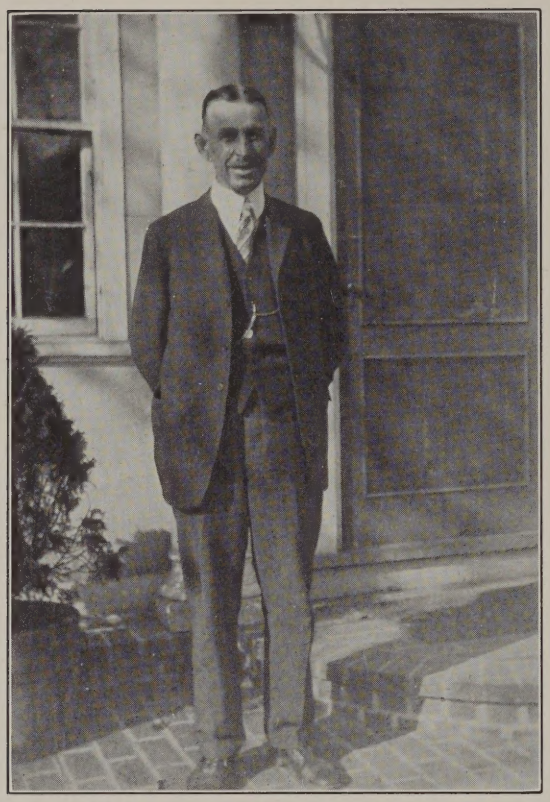
The fastest single mile the English driver made was at the rate of 207.615 miles per hour.

Little information regarding the car was given out. It is double-engined, has 24 cylinders, and has 1,000 horse-power. Its low speed is 35 miles an hour, and must either be pushed or towed before it can start.



A close-up of the "Mystery S"

Veterans' Service List



John H. "Jack" Smith, who completes 49 years' service with Bird & Son this month

THIS month's "oldest Old-Timer" is none other than John H., "Jack," Smith, the worker with the second longest service record with Bird & Son.

Jack came to work for us May 14, 1878—forty-nine years ago. He started in the beater room, and was very lucky to get in there, for in those days you frequently had to wait for someone to die before you could get in. He worked in No. 1 beater room for about 10 years, and then went outside, unloading stock, etc.

His present duties involve not only the direction of trucking but also to a large extent the inspection and up-keep of fire-protection equipment, and the regulation of the water-supply for the mill from the source of the Neponset River until the time the water enters the pumps. He is also assistant chief of the Fire Brigade.

It has been mentioned before, but it might be well to point out again that, despite his arduous duties and responsibilities, Jack has never missed a single day on account of sickness or accident during all that 49 years. And that, we'll say, is some record!

Following is a list of those whose fifth, tenth, fifteenth or twentieth anniversaries fall during this month, together with the names of those who complete over 20 years service in May:

			Yrs.
John H. Smith	Maintenance	5-14-1878	49
Fannie Murphy	Box Shop	5- 1-1886	41
Dennis Cullinane	Maintenance	5-14-1890	37
Annette Blaney	Librarian	5-17-1897	30
Albert Erickson	Floor Covering	5- 1-1899	28
Harry L. Tower	Box Shop	5-12-1901	26
John Kirby	Finishing Mill	5-16-1903	24
Michael J. Mohan	Building & Roofing	5- 7-1907	20
Patrick Reardon	Building & Roofing	5- 7-1907	20
Paul Kucas	Building & Roofing	5-20-1907	20
W. J. Patterson	Finishing Mill	5- 7-1912	15
John Wosner	Building & Roofing	5-23-1912	15
W. A. Beaulieu	Office	5-14-1917	10
Josephine A. Driscoll	Office	5-17-1917	10
Peter Rucstalis	Paper Mill	5-29-1917	10
Nicolantonio Puopolo	Floor Covering	5-31-1917	10
Hannah Flavin	Office	5- 1-1922	5
Patrick Tracey	Building & Roofing	5- 8-1922	5
Clarence Hagman	Floor Covering	5-12-1922	5
John Fleming	Maintenance	5-15-1922	5
Mrs. Uzavinis	Box Shop	5-17-1922	5
Martin Collins	Box Shop	5-20-1922	5
T. Francis Bannon	Maintenance	5-22-1922	5
Ed. A. Hall	Office	5-22-1922	5
John C. Donnelly	Office	5-22-1922	5
George L. Holland	Box Shop	5-22-1922	5
Karal Dubrowski	Paper Mill	5-24-1922	5
Frank Heino	Building & Roofing	5-24-1922	5
J. S. Walker, Jr.	Maintenance	5-27-1922	5
Adam Sidlackas	Floor Covering	5-31-1922	5

Walpole Home Building News

LAST year was a record breaker in home building in this locality. How about this year? There must be something in this "own your own home" business if more than 40 of your fellow-workers invested in it.

The Walpole Home Building Company is at your service. You do not need to have your plans all made before you visit their office. Drop in any time and ask their opinion or advice on any home-building problem. There will be no cost or obligation.

Here are a few recent items on home-building activity:

Several new houses are now being built in East Walpole.

Ernest H. Coleman is erecting a seven-room house on Woodland Road, East Walpole. Lindbloom & Bendel are the contractors.

Michael Kelly is building a bungalow on Walcott Avenue, East Walpole.

Ernest Stott has moved into one of the Sansone bungalows on Gould Avenue, East Walpole.

Fred Morrison has moved into one of the Sansone bungalows on Gould Avenue, East Walpole.

The Walpole Home Building Company is building a garage at 63 Rhoades Avenue, East Walpole, and have started the painting of twenty-two buildings and houses located in East Walpole and Norwood.

The Walpole Home Building Company on April 11 put in effect new coal prices as follows: Nut, $15.00 ton; Stove, $15.25 ton; Egg, $15.00 ton. Prices are $1.00 per ton lower than the Walpole or Norwood dealers' prices.

Now is a good time to purchase a lot and start building. The Walpole Home Building Company, Inc. has desirable lots for sale in good locations, and will help you to build and finance your house.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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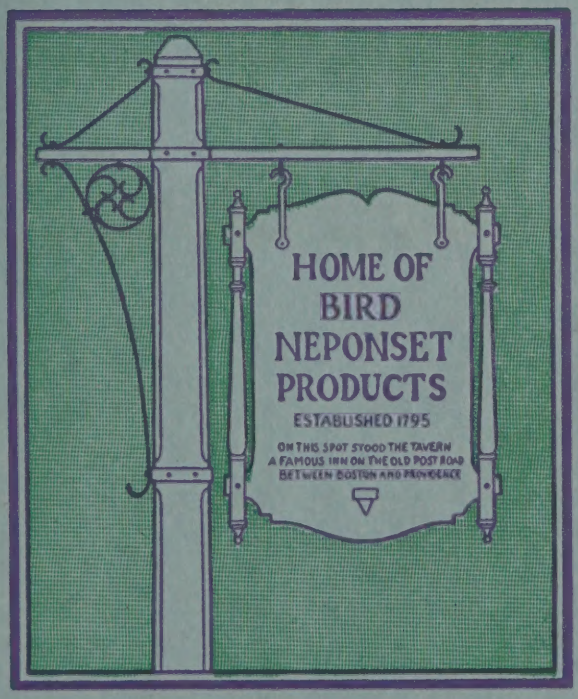
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



VOL. XV NO. 6 JUNE 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, San Francisco, Minneapolis, Columbus

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Warehouses

Chicago, St. Paul, Dallas, Detroit, Houston, Indianapolis, St. Louis, Kansas City, Grand Rapids, Omaha, San Francisco, Los Angeles, Seattle, Salt Lake City, Brooklyn, Atlanta, Philadelphia, Cincinnati, Richmond, Tampa, Pittsburgh, Everett, Mass., Brockton, Mass., Minneapolis, Milwaukee.

Officers and Directors

President CHARLES S. BIRD **Vice-President, PHILIP R. ALLEN**
Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., PHILIP R. ALLEN
Asst. to Vice-Pres., RICHARD C. FLOYD

Roofing Sales Division

Manager, PHILIP H. BAILEY
Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales Division

Manager, CHESTER H. ANDREWS

Special Paper Sales Division

Manager, ELMER H. BARTLETT

Western Roofing Division

Manager, FREDERICK H. HIRD
Sales Manager, WILLIAM W. WILSON
Manufacturing Manager, BENJAMIN H. ROBERTS
Southern Sales Manager, ROBERT D. PETERSON

Assistant to President, DONALD A. CHASE

General Manufacturing Mgr., GEORGE R. WYMAN
Asst. Manufacturing Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLAIN

Labor Bureau Manager, BENJAMIN D. ROGERS
Asst. Treasurer and Credits, DIMON E. MERRILL
Auditor, AXEL H. ANDERSON

BIRD AND SON SALES CORPORATION
(Floor Covering Sales)
Officers and Directors

President, PHILIP R. ALLEN Vice-Pres. and Sales Mgr., H. EUGENE SAWYER, JR.
Sec. and Treas., HERBERT H. MILLER

Eastern Manager, WILLIAM B. ROGERS, JR.
Western Manager, RALPH W. WESTCOTT
Pacific Coast Manager, L. W. PROUTY

Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

Vol. XV June 1927 No. 6

Mousetraps versus "Telling the World"

BEFORE these days of magazines and newspapers of multiple circulation someone said, "If a man makes the best mousetraps to be found, the world will beat a path to his door, though he live in the heart of the woods." Which may have been true at one time, but which is no longer so.

With few exceptions, the manufacturer of today who makes mouse traps, milling machines, locomotives, widgets, face powder, chewing gum or what have you to suggest, even though they be the finest in all history, will find that the world will not beat any path to his door. He must first of all tell the world, in one way or another, that he makes these things, that they are good, are sold at a fair price and, most important, he must convince the customer that he should buy the goods. Having done this he must, of course, arrange for a wide distribution of his goods, so that customers may get them easily.

This process of telling the world is called advertising. It ranges all the way from the most simple form, in which a storekeeper merely hangs out a sign saying, "Jones & Co., Extra Fine Cheese," to elaborate campaigns for a new cigarette, say, that involve the expenditure of vast sums of money for all kinds of advertising.

It is in between Jones & Co. and the wild activity of the cigarette concern that the average manufacturer lies, so far as advertising is concerned.

For Bird & Son to tell the world about Neponset products is no small task. No one way, or method or "medium," as it is called in advertising circles, will suffice.

We have our choice of numerous channels, any one or all of which we can use to reach dealers, jobbers, retail stores, and the ultimate consumer. These include newspapers, magazines, circulars, form letters, window displays, posters and billboards, displays at exhibitions, the *Neponset Review*, signs on trucks, labels and other printed matter on wrappers and cases. We employ nearly 125 salesmen who, in a sense, are "walking advertisements," since they spread the gospel of Bird goods wherever they go.

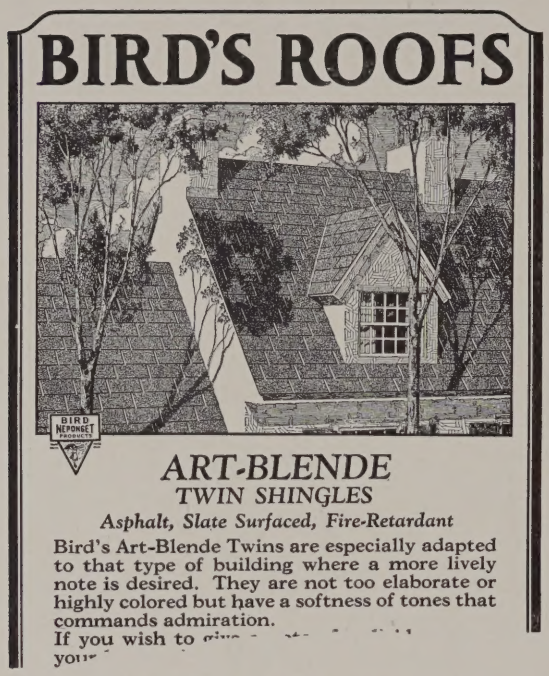
Then, too, we have the salesmen in dealers' establishments who "advertise" the goods to their customers. And these customers, in turn, advertise the goods to other people. Newspaper and magazine articles concerning Bird & Son in any way bring our name before the public. In other words, publicity—or, advertising.

This advertisement, in four colors, runs in the Saturday Evening Post

Let's look at some of the various forms of Bird advertising. First, the newspapers. Bird & Son's newspaper advertising is done largely through arrangement with the dealers. Because of this, and the hearty cooperation we give to dealers the country over in supplying them with sample copy, cuts for illustration, etc., Bird products are advertised in a large number of newspapers in the United States.

Magazine and trade paper advertising holds an important position. Among the periodicals carrying Bird advertising are the following:

The Saturday Evening Post, Country Gentleman, Carpet and Rug World, Carpet and Upholstery Trade Review, Dry Goods Merchant's Trade Journal, Furniture Digest, Furniture Age, Grand Rapids Furniture Record, Hardware Retailer, Price's Carpet and Rug News, Southern Dry Goods Merchant, Dry Goods Economist, Chicago Mercantile Economist and Dry Goods Reporter.


BIRD'S ROOFS
BIRD NEPONSET PRODUCTS
ART-BLENDE
TWIN SHINGLES
Asphalt, Slate Surfaced, Fire-Retardant
Bird's Art-Blende Twins are especially adapted to that type of building where a more lively note is desired. They are not too elaborate or highly colored but have a softness of tones that commands admiration.

Section of Bird Roofing newspaper ad

Southwest Mercantile Economist and Drygoodsman, Pacific Coast Merchant and Economist, Building Age, Architectural Record, Architectural Forum, American Roofer, Sweet's Engineering Catalog, Home Builder's Catalog, Fibre Containers, Thomas' Register, Current Affairs, American Florist, Florist's Exchange, Florist's Review, Southern Florist, Market Grower's Journal, Seed World Annual.

Bird & Son spends many dollars annually on "direct advertising," sent out either by itself or by dealers. This refers to the many pieces of printed matter carried through the mails, and includes bulletins to dealers, the *Review*, dealer's help and instruction books, and a variety of attractive circulars, illustrated letters, samples, etc., which will be furnished to dealers upon request, imprinted with the dealer's name. This printed matter is designed to help the dealer sell his goods to the public.

The new Bird window displays are attracting favorable attention throughout the country. The beautiful new "Scene-in-Action" units, as well as cutouts, streamers, pennants, etc., are sent to any accredited dealer on request, and, upon being set up in his window, advertise Bird products to the hundreds, or thousands, that pass the dealer's store each day.

Bird dealers all over the country frequently take the opportunity to give space to Bird products on their own billboards, trucks, signs on buildings, and in their booths at exhibitions and conventions of various kinds.

Every roll of Floor Covering, or of Roofing, every fibre case, flower pot, bundle of wallboard, or other unit of Bird goods that leaves the mill is plainly marked with a Bird and Son stamp or label. The familiar triangle trade mark is thus prominently carried and shown wherever Bird goods are sent.

Nor would the story be complete without calling to your attention not only the cumulative or "building up" effect of these many forms of publicity, but also the tremendous force exerted by the more than 25 years of consistent "telling the world" that stands behind the present line of Bird products.

A few of the many pieces of Bird direct mail advertising

In roofing, for instance, there are probably many homes where, 25 years ago, a man roofed his barn with "good old Paroid." Today his son, enlarging the old homestead with a modern farmbuilding, needs a roof and uses—"good old Paroid".

From Beantown to 'Frisco, and from Niagara to the Gulf, Bird products are known and sold. For even though we do make the best roofing, floor covering, boxes, etc., to be found, the public simply hasn't got the time to beat a path to our door to get our goods. Hence we engage the power of advertising to broadcast to the public the merits of Bird Products, telling them where and why to buy 'em, which they do.

NEW PROGRAM OF SAFETY PUBLICITY STARTED

Review, Monthly Accident Record, Miniature Newspaper, and New Posters Will Help Bring Gospel of Accident Reduction to Every Bird Worker

A NEW program in Safety Publicity will be under way by the time you read this *Review*. At least once each week practically every worker in the Bird & Son mills in East Walpole, Norwood, and Phillipsdale will be reminded of the constant warfare being waged against accidents.

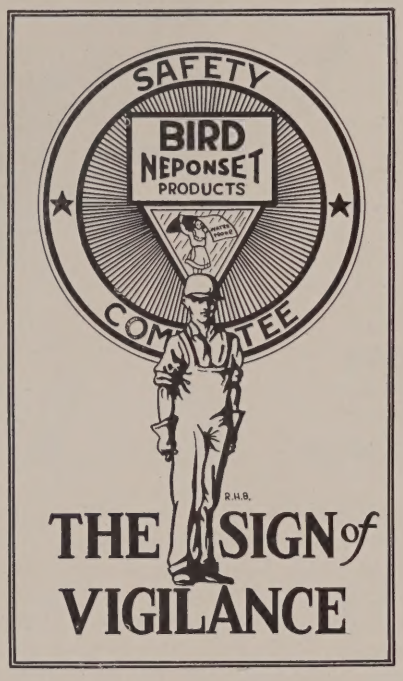
Each month will be opened with a Safety article and pictures in the *Review*. About the 7th of each month, the monthly record will be sent to all foremen and safety committee members, and will be posted on all bulletin boards. These record sheets will summarize every mill's accomplishment, or otherwise, in Safety during the preceding month.

Beginning in June, there will be issued, about the 15th, a little newspaper, the Bird & Son "Safety News." The News will tell of the progress in Safety up to the middle of the month, and will also have a short talk on a Safety subject, illustrated by a cartoon. The News will be issued to all Bird & Son mill workers.

Then, on the 22nd, the new Bird & Son Safety Committee posters will be sent out to foremen, Safety Committee members, and will be posted on all boards. These new posters were made especially for Bird & Son, and carry on each one a reproduction of the Safety Committee button. They will deal with the various kind of accidents, presenting a worth-while thought on them, and in many cases making suggestions for prevention of that type of accidents.

Watch for these Safety publications. Study them—and then do your bit in helping to reduce accidents.

Chicago went through the first half of the month without a lost-time accident. Phillipsdale had two minor injuries, both of which lost time, however, and helped to spoil their otherwise excellent record.



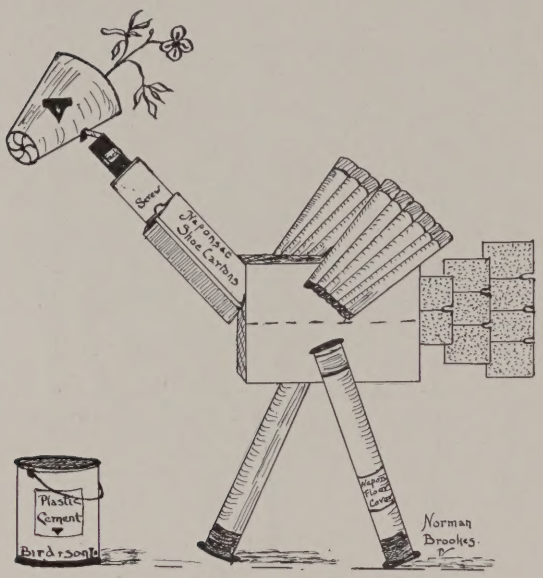
One of the new Bird & Son Safety Posters

Two strained backs were reported at the Floor Covering plant, both being lost-timers. A man at Building & Roofing jammed his finger, lost one day, and Building & Roofing draws at least a "1" on the monthly record.

At the Paper Mills a worker fell through a trapdoor, and was out for a week. The Box Shops apparently went through the first half of the month without a single lost-timer.

BIRD'S 1927 SAFETY RECORD — JANUARY 1 TO MAY 20	PLANT	No. Men	JAN.	FEB.	MAR.	APR.	MAY 20	TO DATE	IN
	Paper Mills	231	1	1	1	1	1	5	JUNE
	No. 1 Box	201		1				1	1926
	No. 2 Box	115		2	1	2		5	WE HAD
	Engine	151	1		1	1		2	6
	Fl. Cov.	321		4		2	2	6	ACCIDENTS
	B. & Roof.	211	2	2		1	1	5	
	Phillips.	102			1		2	3	CAN WE
	Chicago	100	1	1		3		4	LOWER IT
TOTALS		1492	5	10	4	6	6	31	THIS YEAR?

Strange Bird Seen in F. W. Park
Reward is Offered for Capture



A DISCOVERY destined to startle the scientific world was made recently in Francis William Park, East Walpole, when a wandering Bird & Son worker was nearly frightened out of what little wits he possessed, as there rose from the shores of the swimming pool a species of bird hitherto unknown, and not even yet discovered in any encyclopedia or scientific volume.

The Neponsitus Productis, as its discoverer has named it, was basking in the moonlight on the edge of the pool at about midnight on Friday the 13th. The worker's reason for being there has not yet been divulged, and, in fact, has practically been unasked for in the excitement following this most unusual discovery.

Immediately upon the receipt of the news, the editor of the Review dispatched one of our staff artists to the spot, and what he saw, by moonlight on the 13th, is as pictured above.

Eminent scientists have already viewed the sketch with great interest, and a thorough search is being made of the surrounding country in an endeavor to capture the bird, for it escaped even before our artist could complete the sketch. We must admit, therefore, that he was compelled to utilize his imagination to some extent in rounding out the drawing.

As the picture shows, the bird was evidently having a midnight lunch of plastic cement. Although it is not known whether or not the Neponsitus Productis has any other diet, readers of the *Review* can aid in the search, and perhaps the ultimate capture of this bird by setting out on their back steps, or beside the garage, or in some equally quiet spot, a can of Bird's Plastic Cement.

Suggestions

SUGGESTIONS continue to roll in pretty well, but remember that, like the New York subway cars, "there is always room for one more."

Those accepted at the June meeting will determine the standing of those in the Contest, at the half-way mark. If you haven't started, or are running slow, this is one race where even the late comer has a chance at the Grand Prizes. Send in your idea today. Help swell your total if you've started, make a start if you haven't.

Twenty suggestions were accepted at the meeting, as follows:

Enclose transformer in junction box	Arthur Balduf, FBE
Change in rug label	John Connolly, FFV
Oiling wire for tying machines	Walter Cyr, FBF
Label small rugs and mats	William Danaher, FFV
Move water pipe for beater	Walter Gill, DPP
Move skids in winding room	Carl R. Hamilton, FFN
Safety railing at oil strainer tank	Helge Holter, DPP
Dirt catching device on FBPM5	Ralph B. Kemp, FBP
Signal between FBB and FBQ	William McLauchlan, FBM
Rack for cores at rewinder	J. R. Medeiros, DPP
Guides back of FFR wax rolls	Elton Moore, FFR
Rack for rolls	Frank O'Neil, FXR
Container in tool room for oil soaked overalls	C. D. Rafuse, EMM
Extend lumber platform 15 inches	E. C. Rafuse, SM
Mirror in old electric derrick	Frank L. Reed, DPH
Cut blueprint paper to size of tracings	Winfred Schaier, EF
Change position of labels on rugs	Arthur Spinks, FFV
Eliminate tags on hall runners	Arthur Spinks, FFV
Addition to kerosene platform	William J. Sullivan, EMT
Delivery belts for FXFM6	Steven D. Wilson, FXF

Library

Some good travel books:	
On the Stream of Travel	Hall
By the City of the Long Sand	Hobart
Cowboy and his Interpreters	Branch
Your National Parks	Mills
Beyond Khyber Pass	Thomas
More Ports and Happy Places	Parker
East of the Sun and West of the Moon	Roosevelt
Jungle Days	Beebe
A diplomat looks at Europe	Child
Appreciation of Music	Surette
A Year with the birds	Child
New fiction:	
Half a Sovereign	Hay
Black Flemmings	Norris
Spanish Bayonet	Benet
Seagull	Norris
Jen Culliton	White
Daughter of the House	Wells
John Crews	Chapman
Prairie Fires	Beers
Rough Justice	Montague

Officials of the Norfolk Agricultural School have authorized the *Review* to announce that a set of gold-plated hen's teeth, suitably mounted for use as a watch charm, will be awarded to anyone capturing either this or another specimen of the Neponsitus Productis. The firm of Bird & Son has also announced that it will make a reward of similar value to that offered by the school.

BIRD & SON SALESMEN'S PAGE

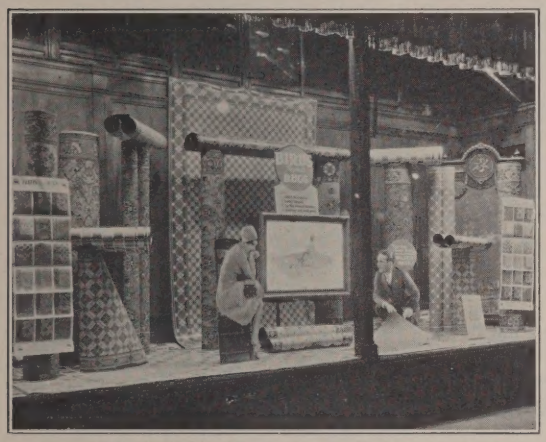
THIS month we'll start off with a little humor, as submitted by J. H. Dunnell, that ought to bring a smile to some of the dealers too:

Hans was dying, there was no doubt about it. He had been unconscious for hours. His family had anxiously gathered about his bedside. Suddenly his eyes opened. His wife leaned over him and said tenderly, "Hans, do you know me?"

"Ach, what foolishments; sure I know you, you're Gretel, mine wife."

"And these people, do you know them?"

"Ya, Jake, my son; Isidor, my nephew; Rosie, my daughter; Peter, my son, and my brother David, and Johann—Ach, Gott, who's tending store?"



New window display in the Fair Store

We are indebted to the Atherton Furniture Co. for this story, which is rewritten from a piece in the Boston Post:

It seems that a new young lady visitor had arrived to cheer the hearts of a certain young couple. While the wife was in the hospital, the husband endeavored to keep house. Being a wise couple, they had bought a Bird rug to put down in the kitchen. And he, being a dutiful husband, decided to lay the rug while his wife was away, as a sort of surprise.

Unfortunately he neglected to read the directions saying that he should leave it in a warm room for 24 hours before unrolling. As the Post said, "It seems that cold air makes a rug more brittle, while the warm air melts it out, or at least makes it more human."

"Anyway," says the Post story, "he put in three of the toughest hours of his life trying to tame this particular rug. It kept rolling back up on him. When he managed with superhuman effort to get a part of it unrolled, the printed side was to the floor, and turning it over was like trying to turn over 12 square feet of Commonwealth Avenue. And every time he tried to turn it, it rolled up on him with the viciousness of a steel trap.

"It wouldn't go under the gas stove. He couldn't lift the front of the heavy refrigerator with one hand, and coax the rug under with the other. Finally, after discarding most of his clothing, busting one shoe lace, tearing out his back collar button, dropping his watch on the floor three times, straining his back, mashing both thumbs, and speaking aloud many words that were extremely shocking but utterly heartfelt, he managed to get the rug licked at last, and in place.

"But in order to do it he had to move everything movable out of the room, then move it all back, and due to the fact that he hadn't waited 2 hours, the handsome rug had become torn in several places."

And so with the picture puzzle in place, the young gentleman hit the hay at 1 a. m., while the Bird Rug, conquered at last, growled a few waxy growls, and having defied its human master, prepared to give good service in defying water and wear.

So that's that. We have several stories on the Mississippi floods, among them two good ones from Battle and Wharton, but space doesn't permit their use. If you think the life of the salesman is hard, follow these chaps in their sea-going automobiles, out in the country where they now have to swim for orders.

Lack of space also prevents the use of a good story from H. R. Smith, that we thought we'd have room for. But we don't want to hold it any longer, so we'll just give the last part of it:

"Perhaps the most interesting thing of all I saw on my trip through Mr. Field's broadcasting station and store, was the number of signed checks, blank, if you please, that came in the daily mail. This certainly showed unlimited confidence that these people had in the Henry Field Seed Co. It was certainly worth while to be reassured again that the public will place their confidence in you, if you are worthy of it.

Smith says that that isn't supposed to be an Aesop's Fable, but we think there's a moral for salesmen there, just the same.

To close, here's a story that came down from Canada:

A lady inquired where she could buy a Bird Rug, stating that she had gone where she had purchased one before and they informed her that they were not handling them any more, as they wore too long.

The picture of the Fair Store was sent in by some salesman whose name we have lost. We obtained the other from F. E. Rugg while he was visiting East Walpole recently.

Next month, H. B. Lane and some others.

Paul E. Rugg, son of F. E. Rugg, Bird Roofing salesman

Veteran's Service List

John J. White, Bird worker for thirty six years

THIS month's oldest Old Timer is John J. White, now working in No. 1 Box Shop, who has been with Bird & Son for 36 years. Since coming here in 1891, John has shown great interest in town and company activities, as well as in his work.

The June Veterans

			Yrs.
John J. White	6/ 1/1891	Box Shop	36
Vitus Gleichauf	6/ 7/1895	Power & Steam	32
Andrew Walker	6/ 7/1897	Paper Mill	30
Michael Sheehan	6/20/1899	Roofing Plant	28
S. W. Smith	6/ 8/1900	Main Mill Supt.	27
Otto Ross	6/ 1/1901	Finishing Mill	26
John Fitzgerald	6/18/1901	Paper Mill	26
Charles Knaus	6/ 1/1902	Paper Mill	25
Walter Sword	6/ 1/1903	Paper Mill	24
Mary Scanlon	6/ 1/1906	Store Room	21
James Kelly	6/ 7/1906	Maintenance	21
Edward Fitzgerald	6/14/1907	Paper Mill	20
David Fitzgerald	6/10/1912	Paper Mill	15
Bessie Hubbard	6/10/1912	Main Office	15
James J. Maroney	6/12/1912	Watch	15
Michael Shergals	6/14/1912	Floor Covering	15
Frank Massey	6/15/1912	Paper Mill	15
Mike Waytekunis	6/20/1912	Box Shop	15
John Ready	6/ 7/1917	Paper Mill	10
Patrick O'Malley	6/ 8/1917	Power & Steam	10
C. D. Savage	6/14/1917	Roofing Plant	10
Bartholamew Murray	6/15/1917	Roofing Plant	10
Martin Conley	6/15/1917	Maintenance	10
Simeon Fownes	6/21/1917	Floor Covering	10
Francis Sheehan	6/25/1917	Floor Covering	10
J. J. Dowling	6/29/1917	Main Office	10
Herbert Johnson	6/ 1/1922	Main Office	5
John Matera	6/ 5/1922	Roofing Mill	5
Michael Duffy	6/ 6/1922	Paper Mill	5
Sabina Perniola	6/ 8/1922	Roofing Mill	5
Alek Marzul	6/12/1922	Paper Mill	5
Peter Kiarsis	3/13/1922	Paper Mill	5
Allen J. Hill	6/15/1922	Floor Covering	5
John Santora	6/22/1922	Box Shop	5
Howard Everett	6/26/1922	Roofing Mill	5
Edward Geraghty	6/26/1922	Maintenance	5
Helen M. Walsh	6/26/1922	Main Office	5
Walter N. Bragg	6/27/1922	Roofing Mill	5
Angelo Melino	6/28/1922	Roofing Mill	5
Geo. L. Staples	6/28/1922	Floor Covering	5
Leonard Carlson	6/5/1917	Phillipsdale	10
Antone Alves	6/6/1922	Phillipsdale	5
Tony Vargoes	6/10/1922	Phillipsdale	5
Jesse Tuscher	6/1922	Chicago	5

1926 Pennant Winners out to Duplicate; Need Your Support

BIRD & SON'S 1926 pennant-winning team opened the 1927 season by defeating Berwick & Smith, 18–2 at the Bird school grounds, May 17.

With this good start, prospects are bright for a successful season for the Bird nine, according to Manager Geary. All that is needed is the hearty support of Bird fans.

This year's team is a snappy-looking outfit in more ways than one, for they are all equipped with brand new uniforms.

The following men were in the lineup for the first game: White, 2nd; Coughlin, 1st; Higgins, 3rd; Rafuse, short; William Fitzgerald, catcher; Deviney, Bowles and Julian Smith, pitchers; Fred Vietze, Murphy and Martin in the outfield.

Additions to the team are expected as the shools close, and some of last year's players return. There is still opportunity for any Bird workers who are interested to try out for the team. They should report to Manager Geary at practice time, or consult with Al Smith, in the Labor Bureau.

The date of opening the new park is as yet uncertain, but the players are looking forward to it, and to the games with independent teams that will undoubtedly be played on it as soon as the turf is in proper shape.

But Bird workers will see plenty of snappy ball if they follow the team at the school grounds or down at the Civic. The 1926 pennant winners are out to repeat. Give them your support!

Following is the schedule of remaining games in the first half:

June 3, with Plimpton at Norwood Civic; June 7, with Lewis at Wast Walpole; June 10, with Fleming at Civic; June 14, with Plimpton at East Walpole; June 15, with Berwick & Smith at Civic; June 21, with Berwick & Smith at East Walpole; June 24, with Winslow at Civic; June 28, with Fleming at East Walpole; July 1, with Lewis at Walpole; July 5, with Plimpton at East Walpole.

SCORES TO DATE

(May 25)

Bird & Son 18 — Berwick & Smith 2

Bird & Son 14 — Fleming 2

COME OUT AND BACK THE TEAM!

Everyone Has Chance in New Form of Tennis Tournament

THE tennis season is under way, with a new form of singles tournament that should provide plenty of excitement, and give everyone who can even swing a racquet a chance to play.

This new form of tournament works as follows. Those entering are divided by lot into groups of eight, irrespective of experience or ability. These groups are designated A, B, C, D, etc.

As soon as these groups are drawn, they will be posted. Play will begin at once, without any schedule. Any player may challenge any other player in the group next above him. In other words, any man in Group B may challenge any man in Group A. If the A man is defeated, he drops to Group B, and the B man takes his place in Group A. The player challenged must play his challenger within a week, best two in three sets.

By August 15, the various groups should represent the relative merits of the players. Group A should represent the eight best players, and a play-off should produce the champion of all the groups. Playoffs will also be held in the various other groups to determine the best player in each of those groups.

Boards will be hung in the Main Mill Brigade Room, at the courts, and in the Credit Union. Each player will have a tag, to be hung on a peg in his proper position on the board. As games are played, the position of the tags will be changed, thus showing the standing in all groups at any time.

The East Walpole Tennis Club met during the month and elected Al Smith as president, Louis Tarr as treasurer and D. A. Chase as chairman of the tournament committee.

They also decided that until the new courts are opened, which will be about July 1, the Juniors will be allowed to play on the third court at Walcott avenue. When the new courts are opened, those at Walcott Avenue will be for the exclusive use of tennis club members.

The four courts at the other end of the Park will be divided, with two courts exclusively for Juniors, and the other two courts for the public.

Anyone interested in entering the new tournament, in joining the Tennis Club, or in obtaining athletic supplies of any kind, should see Al Smith in the Labor Bureau.

Following is the result of the drawings held to decide the make-up of the groups to start the tournament:

Group A: Tom Wright, Arthur Rogers, Gerald Sheehan, Dick Winn, Harold Morgan, Ben Rogers, Edgar Tarr, L. H. Regan.

Group B: Ralph Kemp, Russell Jenkins, Carroll Smith, Frank Vietze, Bob Garner, John Foster, Donald Chase, Winston Prescott.

Group C: P. H. Bailey, Cornelius Gardner, Maurice Tarr, Rogers Weed, Fred Spang, Ronald Urquhart, Hal Fisher, Jack Alcott.

Group D: Herbert Hinson, Ed Johnson, Bill Maxwell, Arthur Mellin, Kenneth Chase, Frank Clem, D. P. Colburn, John Saulen.

Group E: B. D. Warren, Frank Reynolds, Gerald King, Al Smith, Bob Turner.

The Bartlett

Here we have the Bartlett,
A bird we all know well.
He handles "special papers"
And shows us how to sell.

He flew in here from Plymouth Rock
When he was just a boy.
He must have been the Pilgrim's pride
For he has been our joy.

He drives a "1916" Dodge,
Some say it's full of squeaks,
But it doesn't bother him at all,
For his hobby is antiques.

He's the dean of all the sales,
They know he's fair and square.
Oh! There only is one Bartlett,
There can never be a pair.

BIRD & SON OLD TIMERS GATHER ON TOP FLOOR OF NEW BUILDING FOR ANNUAL BANQUET

BIRD & SON'S Old Timers, four hundred strong, held their annual banquet on the top floor of the new DM14 building in the Mill Office yard, Monday evening, May 2. Added interest was lent to the occasion through holding it in the new building, for it showed the Old Timers enjoying themselves in Bird & Son's newest completed building.

A reception preceding the banquet gave everyone a chance to circulate around, renew old times, and admire both the interior of the building and the view from the windows looking over the river.

Promptly at 6.30 everyone sat down to the excellent dinner provided by Holman, the Norwood caterer, stopping only to give Parky Rogers' Orchestra a hand, and to pose for their pictures.

Following the banquet some old-time melodies were sung. Election of officers followed, with the following results:

President, Carl Schaier; Vice-President, Philip R. Allen; Secretary, May Gardner.

Directors for three years: Michael Sheehan and A. R. Jenkins; directors for two years: Stephen W. Smith and Dennis J. Cullinane; directors of one year: Frank W. Fisher and Frank Whitehead.

The nominating committee consisted of John H. Smith, Allen H. Russell and Halburton Dobbins.

A delegation of Old Timers from Phillipsdale was present to enjoy the evening.

Following the business meeting short talks were given by P. R. Allen, Jack Smith, Andrew C. Urquhart, Herbert H. Miller, George Towle, Jr. Marshall Grant and George R. Wyman.

Elmer H. Bartlett, the retiring president, was unfortunately called to Boston very early in the evening, and was therefore unable to take part.

After the speaking, tables and chairs were cleared away and dancing was enjoyed on the brand new floor, until 11 p. m.

The invited guests at this most enjoyable evening included:

1877—Charles S. Bird.

1878—John H. Smith, William P. Landy. 1879—John M. Smith. 1880—Thomas P. Maguire. 1881—Maurice Ahearn. 1882—John H. Maguire. 1883—James J. Geary. 1885—Elmer Bartlett, Richard C. McCabe, James E. Smith. 1886—Fannie Murphy. 1887—Aaron Rhodes, George R. Wyman, Mary Friary. 1891—John J. White. 1892—James H. Kivlin, Martin King. 1896—W. F. Geary, Hattie Wills, A. C. Urquhart, F. I. Plaisted.

1897—Dan A. Jones, John J. Linnehan, George Doderer, Annette Blaney, Andrew Walker, Charles T. Derry.

1901—Carl V. Smith, F. W. Welch, George W. Towle, Jr., Michael Powers, Mary Sline, Coleman Howe, Harry L. Tower, Otto J. Ross, John Fitzgerald, Annie F. Brown, H. L. Engley, Ernest Stather, Harry N. Mann.

1902—Joseph Knaus, May Gardner, H. H. Miller, Fred W. Shepard, John Spillane, Charles Knaus, John Sheehan, Martin O'Donnell.

1906—Mary Scanlon, James Kelly, Sam Graves, L. P. Balduf, M. J. Hawkins, Dennis Broderick, David Heylin.

1907—Robert Morse, Daniel Reardon, Dennis Lowney, Michael Smith, B. D. Rogers, Harry Bellew, Michael J. Mohan, Patrick Reardon, Paul Krucas, Edward Fitzgerald, Chester H. Andrews, A. H. Russell, John Blazonis, Victor Purdy, Alice Fales, Timothy Reardon, Michael White.

1911—Ernest C. Alexander, Alice Field, Everett Lindequist, Felix Thompson, John Miller, John E. Maguire, David Regan, John Ruszkis, Adolf Guttock, Ludwig Polevitch, John Zedroski, Holly B. Dyer, Carl Osterlund, Fred B. Duncan, R. C. Floyd, John Foley, Michael McDonough, Anna Duffy, Walter Gill, Phillips Dennett.

1912—Pompey Lagerta, Charles Lagerta, William Quinn, Thomas DePlagiata, Arthur Connolly, Charles Geigol, James Porshinsky, Tony Milus, W. J. Patterson, John Wosner, David Fitzgerald, Bessie Hubbard, James J. Maroney, Michael Shergals, Frank Massey, Mike Waytekunis, Patrick Graney, William E. Harper, Ethel Havey, Edmund S. Frost, Herbert Jepson, Dominick Treventi, Antonio Wosniak, John P. Dolan, E. W. Trofatter, Charles J. Watson, R. G. Fulton, Helge Holter, Frank Reed, Stanley Haste.

1916—James Marcus, George L. Towle, B. F. Copeland, Peter Neilson, James Loughman, John E. Curran, Eric Carlson, Stanley Alukonis, James Wilkes, Philias LaLiberty, Klemans Kaseter, Michael Connors, Lorensi Galazzi, James Lasky, Michael Nowak, James Donahue, John Kissell, William Luvicki, Arthur A. Smith, John Covoski, Eli Chamberlain, Antonio Protasius, Michael Folan, Fred K. Kinsman, Edmund F. Murphy, Gustaf Mauritz, Hubert L. Smith, Lewon Blazonis, Julia Dolan, Michael Damules, Larry Doane, Clara Burke, John Moylan, Anton Blazie, Fred Billings, James Gicerelli, John Avila, Charles Denneney, S. Martins, Manuel Varella, T. Sousa, C. Smith, F. K. Becker.

1917 first 6 months—Ernest D. Huggard, Pasquale Ruscitti, Edith M. O'Neil, William F. Murphy, Michael Lydon, H. B. Lane, Martha Dee, Mike Yasonis, Tony Yahaskey, A. J. McDonald, Eugene Donicelli, R. E. Koebe, W. A. Beaulieu' Josephine A. Driscoll, Peter Rucstalis, Nicolantonio Puopolo, John Ready, Patrick O'Malley, C. D. Savage, Bartholomew Murry, Martin Conley, Simeon W. Fownes, Francis Sheehan, J. J. Dowling, Andrew Alexander, John H. Nolan, James Casey, Michael Kurda, William Callen, William Shaw, Frank Sousa, Serophin Moreiro, Leonard Carlson.

Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

The wedding bells are tuning up over in the Traffic Department. Bill is keeping the date a deep dark secret, but our society reporter promises full details in next month's *Review*.

Miss Poff would like the many friends of Tom Lavin to know that she had the pleasure of seeing him during her recent visit to Ireland. Tom certainly looked happy and prosperous, she reports, and is just as interested in East Walpole as ever.

General Gough monument, Dublin, taken by Margaret Poff on her recent trip

Charlie Griffin and Howard Mann have purchased new Ford coupes—new to them, at least.

The CF girls had an enjoyable trip to Fiskdale, during the month, visiting St. Anne's Shrine. Peg Owens deserted the crowd and spent the week-end in Washington, giving her place in the bus to her sister.

Betty and Bertha of CF went in town to celebrate a pay day during the month, and got a "wave" that came out over night. Since then Bertha has become quite a barber. Her rates are low and she takes customers at noon.

Ed Hall is sporting a new Ajax sedan.

We are glad to see Mabel Welch back after several weeks' illness.

Fritz Mayhew has left Bird & Son to go with the United Fruit Co., in Boston

Anne Keliher celebrated a happy birthday, May 10, and has been wearing a pretty pearl necklace ever since.

Tileston of CF has a Ford which has entered the "breakdown competition." If anyone knows of a garage that doesn't "gyp," he wants to know about it.

Anna Roundy and Dave Fiske of RC are showing that prosperity is still among us. Anna is now driving a Chrysler and Dave is burning up the Sharon road with a Studebaker sedan.

Bob Garner has been promoted. He has purchased Dave Fiske's car and has graduated from the Ford to the Studebaker class. Good luck on breakdowns, Bob.

Lessons in fire fighting in a Ford touring car by Joe Ecker, AM, free of charge. Very effective, but hardly safe for your hands, Joe says.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

DF welcomes Amos Gilbert as wad finisher.

John Seastrand, back tender of No. 5 machine, recently bought a house off Rock Street, for investment in Norwood.

Carl Schaier and Ralph Wilkins have returned to the mill after making a business trip through the West for a week.

Louis Bergstrom is quite pleased with his new Mullen tester, but would like it much better if it had a Duco finish.

William Carr of No. 5 machine planned a trip to the White Mountains over the holiday, and said he wished he could take No. 5 along with him to show to his friends.

Dan Reardon is very much interested in pugilism and may soon break into the pugilistic circle. His friends say he packs a dangerous left.

Donald De Roche was married during the month. They will make their home on Chapel Street, Norwood.

Mike Burke and Andy Walker recently went fishing, and report a catch of nice trout.

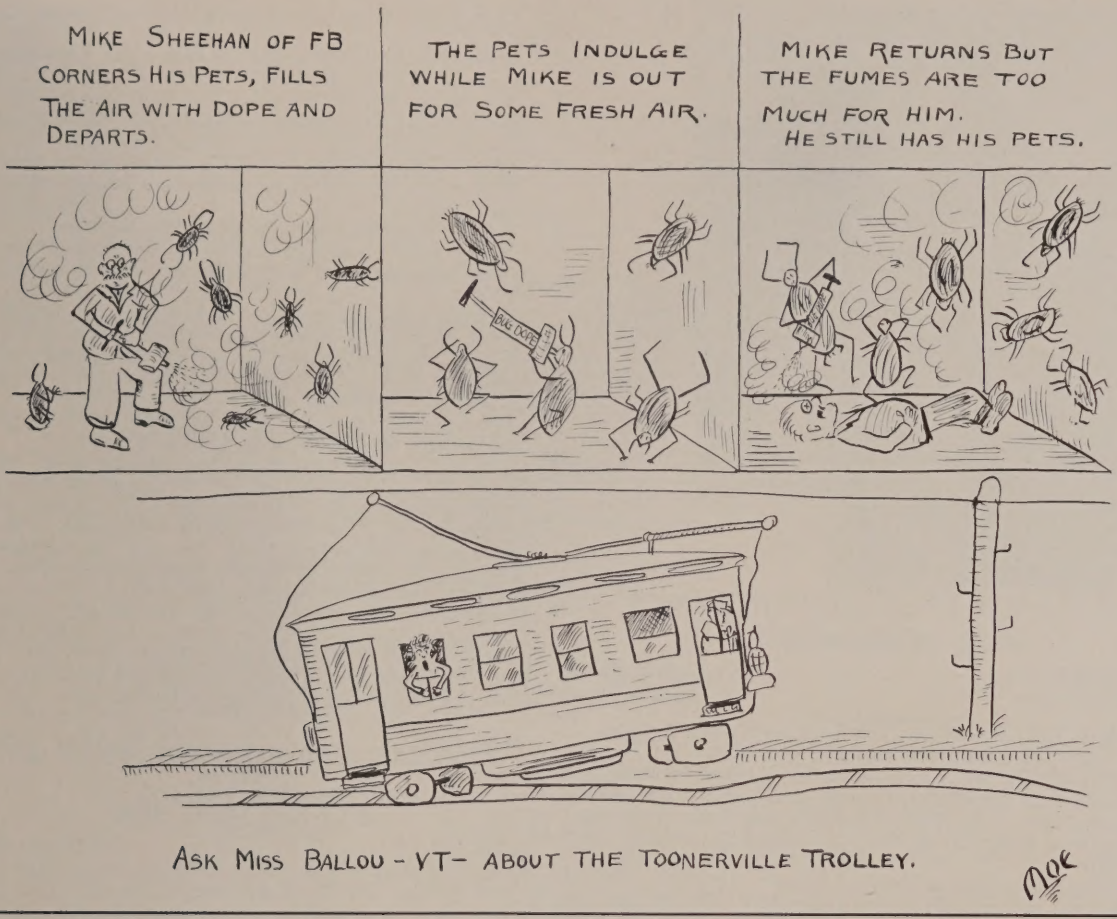
John Moylan has been making improvements around his home. He now has a new front veranda.

Coleman Howe can always pick the winner in any of the big bouts. He is now backing one-round Reardon against all comers.

The tractors have been moved into their new quarters at last. The place looks very attractive, and has all the up-to-date improvements. The new garage has a cement floor, gray and white walls, white ceiling, two motor generator sets, a couple of charging boards, individual charging plugs for the tractors and, above all, the sink that Jim Houlihan asked Santa Claus for two years ago. Jim sure is tickled with the place. He says he even has two kinds of hot water, dirty and clean.

Well, Carl Schaier is back from his trip out West and has wonderful reports about it. He says that "baldheads' row" is still crowded at all the "grand operas" and that the scenery was perfect, and the costumes grand—what there was of them.

J. H. Dunnell claims that this is John's original tomb, near Southbury, Connecticut


MIKE SHEEHAN OF FB CORNERS HIS PETS, FILLS THE AIR WITH DOPE AND DEPARTS.
THE PETS INDULGE WHILE MIKE IS OUT FOR SOME FRESH AIR.
MIKE RETURNS BUT THE FUMES ARE TOO MUCH FOR HIM. HE STILL HAS HIS PETS.
BUG DOPE
ASK MISS BALLOU - VT- ABOUT THE TOONERVILLE TROLLEY.
MOK

Carl brought back two very useful articles. The first was a pair of knickers which will come in very handy when he has a break on No. 5, as he won't have to keep hitching at his trousers all the time to keep them in place. The knickers are guaranteed to stay put.

The second article is a windshield wiper for his glasses. Carl wore out a pair of glasses on No. 5 last month when the paper was continually breaking.

Tony Feeney arranged a dancing party over the holiday. Those present were Ed Fitzgerald, Martin Kane, Silent Smith and Tony himself.

Festy Connolly, one of Tom Graney's valets, is going to get a motorcycle to make his rounds.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Time for vacations has come around again and Jack Davis has started them off, using this week to do his farming.

Thirty-nine people from Phillipsdale went down to the Old Timers' Banquet and all reported having a good time. In fact, Alex Homenick and Leonard Carlson and families had such a good time that they lost their way coming home.

We have started selling milk and it is going good. We are selling between 85 and 100 pints every day.

"Red" Harrington in his Star and Fred Rogers in his Cleveland are going to have a race to see who can keep his car on the road longer. Some of the fellows are betting on Harrington, for Rogers has Allen helping him.

Clifford Banks recently met with a mishap with his new Essex Coupe, but no damage was done—at least none to the Essex.

Henry Phelps recently brought his new Elcar in the yard.

Henry Gibb is getting lonesome waiting for his girl to arrive from Scotland. She has been trying to come over for the last year and has never been able to get in before the quota was filled.

The new motor on the winder is now working. We expect this will make the production more even.

We have lately been honored by the visits of Manuel (alias Charlie Chaplin) Varella, who has been in Portugal for the last ten months, and of Antone Taveria, who is now in the ice business in Rumford.

Wilfred Couture, from the engine room, and Manuel Mendes, from the beater room, are at present out sick. We hope they will be able to return soon.

We welcome Vinal DeWitt, who has started in the engine room, and Antone Albernaz, who is back again in the yard.

The machine men lately received a pleasant visit from Laird of the Bird Machine Company, who has been experimenting on settling. Some of the fellows say that Laird, himself, will be "settled" if he doesn't stop coming down here bothering them.

Four men received a five-dollar check each for accepted suggestions during the last month. They were: Walter Gill, John Medeiros, Helge Holter, Frank Reed.

John Vargos, a feeder in the cutter room, recently found an envelope containing *twenty* 14-karat gold signet rings in the rags. Labor turnover shouldn't be very heavy in the cutter room.

Our accident record was spoiled again this month when John Garbige cracked his elbow against one of the cutters and Ed Kelley got something in his eye while chipping a Jordan filling. We will try to do better next month.

George Johnson, of Floor Covering, at Brant Rock

Engineering

John Maitland *John Burhoe*
John Bache *Joseph Sheehan*

Mike Kelly is building a new house on Walcott Avenue.

Fred Rognes has a new Nash.

Hal Dobbins of SM is now using the old Ford between East Walpole and Cambridge, morning and night. Hal, during his stay here, has lost so much weight that rather than take a chance on going further down he decided he would go home nights.

People that live on the road between here and the Bird Club will now be able to get some sleep. Tom Wright has traded his Buick for a Ford coupe. The Buick was an early B. C. model. Note. B. C.—busted continually.

We welcome Robert Reid as a new worker in EMW.

Tom Graney has put it all over Jack Smith again this year. Tom is now sporting a brand new straw while Jack still clings to the old "Stetson." Come, come, Jack, get busy. You used to show us all the way.

We hear that Stott has a good cellar, but flat.

Mr. and Mrs. Jim Hadden are sailing on the 26th of this month for visits to England and Scotland. Bon voyage, Jim!

We think that Tom Foley is contemplating buying a new Overland Whippet, as he was seen trying one out the other night. Details next month if he makes the purchase.

Racco D'Aloisio is a new man in ERB.

Robert Davidson is the new messenger in P office.

BOX FACTORIES

East Walpole, Mass.

Albert H. Hammond *Will A. Evans*
George L. Holland *Charles S. Mutch*
Florence H. Slaney *Mary Driscoll*

Earl H. Hansen

Fred Morrison is the proud father of a seven-pound baby boy, born at the Norwood Hospital on May 17. We hear he looks just like his dad.

Carl McCulloch is spending a few weeks with his folks down in Maine.

Nora Rafuse would be more pleased with the new dressing room if it had a pipe painted green, to go with the blue and red ones.

Jimmy Dine spent a few days in New York, seeing the big fight.

William Walsh is the proud father of a son, born May 18, and named William, Jr.

Bob Morse, Harry Tower and Otto Ross appeared at work recently minus their respective moustaches. Whether or not they have joined a secret order, remains a mystery.

Arnold Schaier is a new worker in FXF.

Arthur Hassler is now commuting from Norfolk daily in a "Chev" sedan.

William Head has gone into the poultry business.

We are glad to hear that Cornelius Driscoll's daughter, who suffered a broken collar bone recently, is well on the road to recovery.

Arthur Anderson, formerly of FXF, is now working in FXK.

Sadie Elias left us recently to be married. On leaving she was presented with a pair of beautiful boudoir lamps from the workers in FXK. The girls in FXK attended the wedding, and all report a splendid time.

We welcome Nena Holmberg Seigmund and Edith Jonah Hansom, who are back with us again for a while.

The editor is in receipt of a very touching poem, sent in from FX2. It is unfortunate, but the limited space we have does not permit its use. At some length, but in most fitting language it tells the tale of an auto trip undertaken in "Red's,, new Dodge. Somewhere along the way the car became "bogged." A hurry call brought assistance, which was appreciated, and which, in the course of time, resulted in the Dodge being dug out. From the graphic description, we judge that the steam shovel that has been clearing things away around the mill, would have been the proper "tool." Anyway, "Red," and Walter, and Henrietta and Ethel now know as much about mud as doughboys did in France.

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Ralph Kolseth *Charles Seavey*
Richard Stoddard *John White*

L. M. Pratt

Jim Belcher has purchased a new Ford coupe to carry him back and forth from his home in Mansfield.

Pompey DePlacito is to return to Italy, as he has received word that his wife is ill. He intends to return as soon as the required arrangements have been made.

Tony Salamaa of FFR as seen by A. L. Bird

Ben Semeski is wreathed in smiles, as his wife recently presented him with twins, a boy weighing 7 pounds, and a girl weighing 6 and a half pounds. Benny says that the whole family is fine. Congratulations, Ben.

Not to be outdone, Joe Grampi informs us that a son recently arrived at his home, weighing 8 and a half pounds.

Jim Loughman spent about a week getting his radio in shape for the big fight returns. Now that we know the result of the fight, we think that Jim has had to do some "repairing" along other lines.

And here's another! Dominic Russo is the proud daddy of a baby girl, born May 5. Weight 8 and a half pounds. Name, Elizabeth. Congratulations.

FBF extends their sympathy to James Lowe in the loss of his son.

We extend a welcome to the following, who are among the new workers at FB: Frank Cameli, Cuistino Calderani, Alberto Di Gincamo, George White, John Bitines, Peter Tarckes, Elaros Balutis, Joseph Reardon, Sebastiano Scinto, Joseph Trusewicz.

It is quite evident that Dick Stoddard is a firm convert to the "love 'em—leave 'em" game. That is, so far as new cars are concerned. For we expect to see him drive in the yard in a Chrysler "70" any day now. Dick changes them very often. We do not know what he is after, but we sure hope he gets it.

Here is another hint for friend car salesman. Our soccer-loving welder, Bill MacLochlan says he is now prepared to buy a car. Bill is Scotch, but swears he'll kiss a few dollars good bye.

Emil Anderson has graduated from being a mere electric truck driver in FBV, for he has purchased a new Chrysler Four, and says he has, or will have, permission from the state to drive it anywhere within its borders. Emil is a proud boy, and we wish him well.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

No. 1 Machine put over a non-stop run on May 17. This is the only one so far for the month, but we're going to have more.

W. L. Long, our Louisiana salesman, grabbed the Holden Cup in the open tournament recently held at Hammond. Good work, W. L.

Mr. Hird was again honored by the Asphalt Roofing Association, being elected president at a recent meeting.

Harry Brandau picked Whiskery to win the Kentucky Derby and the rest of us paid—and paid.

Mrs. Prairie, of the Accounting Department, is getting a big kick out of keeping house for herself and Joe these days.

Violet Kalman has something new and bewildering in bobs—The Windblown. Very becoming, Vi.

Herman Kleinow, one of our truck drivers, is building a new home right across the street from Al Bohenberger out in "No Man's Land."

The newest member of the office force is Zelma Scott, who was recently employed in the Accounting Department.

C. P. Conger was in from St. Louis last Saturday, and L. L. Williams, who travels Eastern Michigan, brought in Mr. Martin and Mr. Millsom of the Bruno Martin Company, who have offices at Saginaw, Bay City and Port Huron.

That everybody is trying for a clean slate this month is evidenced by the fact that there have been no accidents in the mill to date—but we've all got our fingers crossed.

Ab Dobbins, one of our Michigan salesmen, was a recent visitor.

The engagement of Miss Edith Mayberry to Mr. George Granberry has been announced. Miss Mayberry is employed in the Accounting Department.

And now it is tennis that is occupying our attention after the daily work is done, and some mighty interesting matches have been played already this season.

Walter E. Flynn is now with us traveling Southwestern Ohio and V. W. McCoy in Ohio.

W. Rogers, of the Chicago mill, standing beside the goldfish pond he made from clinkers

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

Martin Green of FFR now sports a new Essex Coach.

Joel Tammalin is taking lessons driving a very popular make of car. The Canton road seems to be his favorite practice ground. Yes, it's a Ford, a la coupe.

Chester Dryden is a new man in FFR.

Antonio Marinelli has returned from Italy and is now working in FFR.

Elmer Noddin has come to work in FFR from FB.

We are glad to see Miss Arel, our efficient nurse, back after a leave of absence.

Roland Perry and Paul Weta from FXG, were transferred to FFR during the month, to help out on the extra work.

Philip Glebus of FFC is going in for a real garden, planting potatoes by the bushel. That's the stuff, Phil. Some cold, blustering morning a baked potato will seem mighty nice. And we can't forget that they saved Ireland once.

William Boyd of FFC has been helping out for a few days on the new floor covering at FFG. Pretty classy stuff, Bill says.

Tony Karis has returned to work, after an operation at the Norwood Hospital.

On Saturday, May 14, a party from FFP and FFB went to Brant Rock on a fishing trip. Huggard caught the most fish, while George Johnson caught the largest. Clarence Phillips was the only one to feel the effects of the sea.

Lately we have noticed quite a few misplaced eyebrows floating around FFB. Roy Young seems to be in the lead with 5 hairs on one side and 4 on the other, with Ed Boulter a close second, with 4 on each side.

Joe Steponowich is the proud father of a baby boy, born May 1.

James Hennessey has turned in his Ford coupe for a Maxwell touring car.

Ben Sodergren has purchased a new Chevrolet coach.

Frank Reynolds has also added to his troubles by acquiring a Ford sedan.

Walter Hanson has moved from Weld Avenue to Cedar Street.

New workers at the Floor Covering plant include: George Dacy, FFV; Ed Schaier, Office; Joseph Marsh, FFV; Byard Bennett, FFV; Carl Hertsberg, FFN.

Henry Ahrens, of Chicago Roofing, with Mrs. Ahrens and Audrey

It is very good fishing in the creek, Pasqual caught a 50-lb. turtle one noon time.

We also have a baby wild rabbit which Huggard take great pleasure in nursing, warm milk, bottle, nipple and all the fixings.

John Macchi was seen riding a bicycle recently. Careful, John, remember the song "On a Bicycle Built for Two."

Some class to our new office boy. He comes to work with a flower in his buttonhole.

Nunzie has purchased a new home.

Joe Gendro is poultry farming on the side.

Everett Tripp has traded his touring car for a Ford Tudor sedan.

Hink Hathaway has traded his Studebaker for a Dodge sedan.

Frank Mumblow has decided that a Ford sedan is about right.

Chicago Office

B. I. Hindmarsh *Lillian Moe*

The office vacation schedule has been announced, so it won't be long now until chief topics of conversation will be golf, canoeing, swimming, and "I met the most wonderful man."

Miss Kamin has already had her vacation, and reports a mighty interesting trip down the Mississippi through the flooded areas.

Ralph Duvall was in the office on Saturday, the 14th, and it was mighty good to see him. He doesn't get in very often now that he is located at Dallas. He attended the L. B. Price Convention at St. Louis with R. W. Westcott.

R. W. Keeler won the $10.00 prize for the highest per cent of quota during March and also is leading on the cumulative per cent for the first three months. He evidently is after that watch offered as a prize for the highest percentage of quota for the entire year. He will have competition, however, as Tyson, Hagenbuckle and Knapp are close on his heels.

The following is quoted from an inquiry received from a consumer in the flooded district in Louisiana:

"I really want to purchase enough of this rug border to cover entirely three large rooms. I live in the flooded districts of the state and have decided that polished floors are impossible. I have had my floors destroyed in the 1922 flood and water is now two feet deep in my home, so I wish to use your rug border to give a pretty appearance to my home just as soon as the water recedes."

It's an ill wind that blows no one good.

R. C. Floyd dropped in on us the other afternoon but just long enough to say hello and goodbye.

With the spring season at its height everyone is taxed to their full capacity. We still believe, however, that we would be even busier provided we had the stock to ship.

Morse Street Lots Opened to East Walpole Home Builders

THE WALPOLE HOME BUILDING COMPANY, Inc., has purchased of Thomas M. Crowley the property he recently purchased from Cesidio Favorito, off Washington street, near Morse Street, East Walpole. This property consists of about fifteen acres and will be sub-divided into thirty-two desirable house lots. New streets will be built and other improvements made.

Howard White has started the erection of a house on Rhoades Avenue, East Walpole.

P. J. Marshallis has purchased from George Cobb the house at 27 Walcott Avenue, East Walpole.

Henry J. Fuller is building a new house on Pleasant Street, East Walpole.

James Familee has started the erection of a new house on Morse Street, Norwood.

Construction work has started on the completion of June Street, East Walpole. New granolithic sidewalks are being built and the road will be surfaced and oiled.

Stewart Keith has sold to The Walpole Home Building Company his house lot on Woodland Road, East Walpole.

Construction work on the Lorusso Block, Washington Street, East Walpole, will be completed very soon. The three stores in this block have already been rented.

Several are now planning to build houses in East Walpole within the next few months.

Start now to plan your "Own Home." Do you realize that when you pay rent you are paying for a house which will never be yours, but belongs to the landlord? All you have to show for it is rent receipts.

The following table shows what rent money amounts to, with interest at six per cent compounded annually.

Rent per Month	10 Years	15 Years	20 Years
$ 20.00	$ 3,163.36	$ 5,586.19	$ 8,828.52
25.00	3,954.20	6,982.73	11,035.65
30.00	4,745.04	8,379.27	13,242.78
35.00	5,535.88	9,775.82	15,449.91
40.00	6,326.72	11,172.78	17,657.04
50.00	7,908.40	13,965.46	22,071.30
75.00	11,862.60	20,948.19	33,106.95
100.00	15,816.80	27,930.92	44,142.60

The Walpole Home Building Company, Inc. will be glad to help you. They will assist you to select a lot, plan, finance and build "Your Home."

Books for Bird Club

The House Committee reports fair success in their drive for books for the library shelves. We wish to report donations from the following Bird Club members and friends: E. H. Bartlett, A. H. Russell, H. H. Miller, P. H. Bailey, A. S. Blaney, P. R. Allen.

We appreciate the books which we have received and desire to thank the above for them at this time. However, we feel sure that there are many others who have books which they would be glad to donate, and if these members will drop a line to G, the books will be called for immediately. Lest there be any apprehension as to the munber of books we can use, we still have several empty shelves to fill. Let us know of your books, and we'll have a more presentable library on your next visit to the Club.

House Committee.

Plan Your Vacation in Library

ALTHOUGH, at the time this is written, it seems as if all the lakes were going to turn into oceans and the roads into rivers as a result of a superabundance of rain, vacation time is just around the corner.

And where are you going on yours?

Whether or not you have planned it, the Library can probably help you. We have on file, for use in the Library, all kinds of books and pamphlets on the various sections of New England.

These books not only list the features, advantages, historical spots, etc., of the various resorts, but also give rates of hotels, railroad fares, and other helpful information. If the books do not tell you all you want to know, you may write to any of the people who issue them, and get further information.

The pamphlets cover New England vacation districts including the following: Lakes and woods of Maine, shore regions of Maine, New Hampshire mountains, lakes and seashore, Vermont lakes and mountains, the Berkshire Hills in Massachusetts, Gloucester and the North Shore, Cape Cod, Long Island Sound, New York State and City, and the more convenient of the provinces of Canada.

Automobile road-maps, and a Blue Book are on hand.

A list of hotels investigated and recommended by the Woman's Department, National Civic Federation is available for those who wish to check their stopping places in advance.

In short, if you come to the Library, you can do a large part of the planning and estimating for your annual trip, with a minimum of trouble.

Then, too, some of us like to read a book or two in which the scene is laid in the place we are planning to visit. A request will bring such a book to you, if it is to be had.

If you're going camping, the Library can obtain for you a selection from quite a number of books on woodcraft, camp cookery, auto-camping, etc. Even the most experienced of us can usually get a hint or two from such a book.

Plan ahead with the Library's help, and you'll enjoy your vacation to the fullest.

CARD OF THANKS

I wish to express my thanks to all my friends in FXK for their beautiful gift.

Sadie Elias

FOR SALE

B-Flat Tenor Saxophone. Good condition. Price right.
Frank Rose, Block Room, FFB
Home address, 75 Walnut Ave., Norwood

WHOZIT?

This handsome young gentleman works at the Building and Roofing mill, but is also known to many other Bird workers, many of whom have, at times, looked up at him.

THE editor's good right paw is as steady as ever, following the announcement in last month's *Review* that an autographed copy would be presented to anyone guessing the identity of the "boy with the bow." If any others besides Earle Davis, PL, and Jack White, FB, can give proof that they guessed the gentleman's name before reading this story, a signed copy of the magazine will be duly presented.

But to end the suspense, the round-faced boy with the bow under his chin was, or is, none other than our good friend Harry Mann, who as head of the experimental department, and general aide-de-camp on suggestions, certainly merits the title of "Wandering Jew."

The other chap, who "pooshes" when the weather is good, is Carl Schaier of the Paper Mills. Now anyone who knows Carl knows that since time immemorial he has "pooshed" a bicycle from his home to work and back again each day.

There's no pleasing everybody, so this month we will follow the suggestion of those who say the "baby" pictures are too hard to guess, and will use a photo showing a sheik of not so many years ago, in all his resplendent glory.

There are no prizes this month, but the editor is saying, as these lines are written, "I'll get 'em on this one, they'll never guess it."

C'mon, you FB crowd in particular, and a good many others in general, whose the whozit this month?

We haven't had a picture from FF yet, to puzzle some of the amateur Homelock Sherles's down there. We could use one.

BIRD'S
NEPONSET REVIEW

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Blind Man's "Bluff"

AMONG the many schemes for obtaining money from the thoughtless, and those who are either chronic or occasional "easy marks" is the game of blind man's "bluff," or the unordered merchandise scheme.

The Boston Better Business Bureau has this to say on the prevalent easy-money (for the promoters) scheme:

Citizens of greater Boston, as well as throughout the United States, are receiving unordered merchandise through the mails. For example, a veritable deluge of unordered neckties has been flooding the community under the name of a certain blind man. In this and in other cases, shrewd promoters have engaged the services of blind and crippled persons, and carry on an unordered merchandise scheme by featuring pictures and stories of handicaps of those behind whose names they hide.

Thus, many people who would not part with their money if they knew the truth, are induced to spend money for merchandise of questionable value because of an indirect charity appeal. Many of those whose names are used because of their affiictions are themselves better off financially than the persons whose dollars are sought.

You are under no obligation either to pay for unordered merchandise or to return it, even if return postage is enclosed. If you don't want the merchandise, do not use, it, but lay it away in a safe place for a reasonable time in case the shipper should send his agent for it. The best way to break up this ammoying practice is to make it unprofitable by not patronizing it.

Mr. A? — or Mr. B?

EVERY one should be interested to support themselves and their family in the best way their earnings will allow. Let us take, for instance, two men—Mr. A. and Mr. B., each making the same pay and having the same size family.

Both Mr. A and his wife, knowing that there is so much money coming in each week, work out a plan by which they not only can have good living conditions, but also take care of the purchase of insurance, coal, vacation and also, if they have bought a home, taxes and possibly interest on a mortgage. Then they decide how much should be saved for a rainy day. Once this is settled, the man immediately arranges with his paymaster to deduct so much per week, putting say, $10 in some savings bank, or *preferably, in the Neponset Credit Union*, and the balance into a co-operative bank. The deposits in the co-operative bank may be increased from raises in wages and in this way prepare them in owning a home (if they do not already own one) and also for old age.

Mr. B., however, looks at things a little differently. He is always going to save, but never does. He does not approve of the idea of having deductions made from his wages. Month in and month out he is no better off and, when sickness or some other unexpected thing happens, he has no surplus money with which to take care of the additional expense as it has taken all of his money to live. If this happens more than once he begins to worry; he cannot sleep; he may lose weight. It is bound to affect his work and as a result he and his entire family suffer.

Which class are you in, or do you want to be in? If in Mr. B's class, then the Neponset Credit Union can help you in adjusting your affairs. Why not consult Al Smith of the Labor Bureau? All matters of this sort will be treated confidentially.

Bird Club Holds Last Dance; Banquet at Club This Month

A CAPACITY crowd attended the last entertainment and dance under the auspices of the Bird Club, held in Bird Hall, Friday evening, May 20.

Three one-act plays were put on by the Walpole Footlighters, with several Bird people in the casts. All the acts were cleverly presented and merited the hearty applause accorded them.

Music by Parky Rogers Orchestra provided diversion before the performance and in between the plays. Parky also provided, of course, toe-tickling strains for the dancing period which followed.

The committee in charge of the next entertainment, which will be for club members only, and which will also close the season, is planning a "grand finale."

Details will follow later, but the committee guarantees a good time, with a banquet and entertainment as part of the evening's festivities. It will be held at the Bird Club, during the latter part of June.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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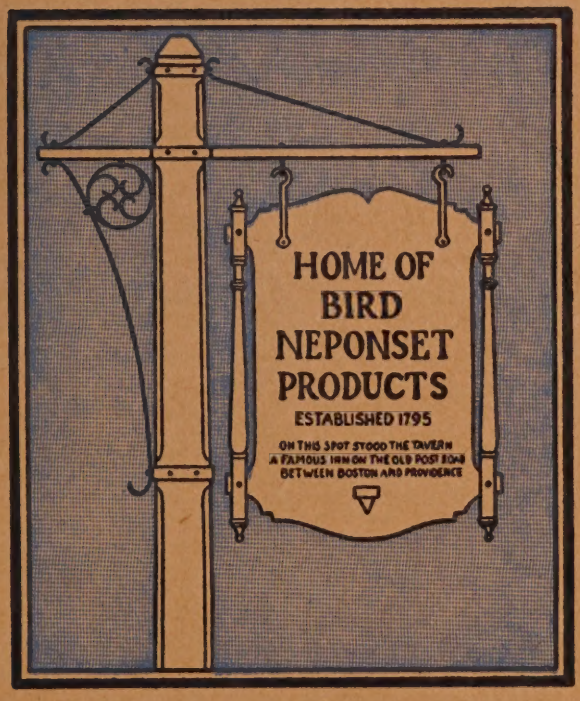
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



Building and Roofing Quarterly

VOL. XV NO. 7 JULY 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, San Francisco, Minneapolis, Columbus

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Warehouses
Chicago, St. Paul, Dallas, Detroit, Houston, Indianapolis, St. Louis, Kansas City, Grand Rapids, San Francisco, Los Angeles, Seattle, Salt Lake City, Brooklyn, Philadelphia, Cincinnati, Richmond, Baltimore, Pittsburgh, Everett, Mass., Brockton, Mass., Minneapolis, Milwaukee.

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Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

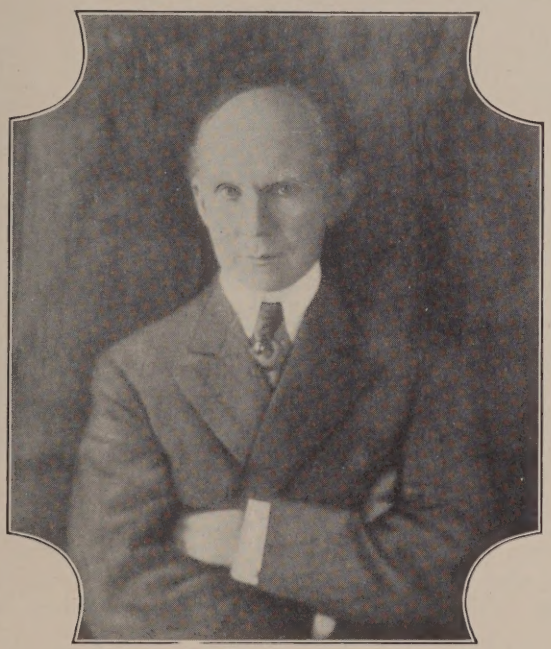
Vol. XV July 1927 No. 7

Fifty Years of Service with Bird & Son

FIFTY years ago this month a young man, just graduated from Harvard, came to work at his father's mill in East Walpole. At the start of his college career he had planned to enter a professional life when his course was completed, but the death of his elder brother, Francis William, Jr., made it necessary for him to join his father in the Bird business.

For it was Charles Sumner Bird, now president of the company, who, fifty long years ago, donned overalls and started in to learn the business.

An East Walpole boy by birth and early education, he was right "at home" on his new duties. An ardent athlete, he was well equipped physically for the tremendous task he was later to undertake.



Charles Sumner Bird

Let us picture the environment in which Mr. Bird found himself 50 long years ago. The mill at that time employed only about 20 men. Seven men worked in the sorting room, four on the beaters, four on No. 2 machine; a man and a woman on No. 3 machine, one man as a finisher, and one man in the office.

Physically, the plant of 1877 would be lost, or would pass almost unnoticed at least, among the Bird & Son buildings today. A roadway has always run from the square into the mill. In 1877 this road led into the mill of that day, first passing a one-room office, where the Main Office is now. Just beyond, on the right, were two dwelling houses. Further along on the right was machine building No. 3—a much different "No. 3" than we know. A space intervened between this and the next and only other building, which housed the beater room and sorting room, with a partition in between, and also No. 2 Machine, running, as it does now, in the general direction of Mr. Bird's house.

There was no steam power. All machinery was driven by water, which often meant, during the dry season, that the mill shut down, and the men went to making hay, or like diversions.

The product of that time was paper, "tarred hardware" tack and wrapping papers predominating. There were no salesmen and no railroad. Business was conducted by letter. In common with many others.. it was a profitable, but a slow-moving concern.

It was the right time for new blood.

Mr. Bird learned the business thoroughly. The first few hours of every day were spent in the mill. Each morning, a few moments before seven, he would come sprinting down the hill to get in before the whistle blew. Donning overalls, he would pitch in wherever his help was needed.

About the middle of the forenoon he would go to the office, and work there, with a short rest for lunch, until about two o'clock. Two hours or so in the mill again, then back to the office until six, was the usual routine.

Of course this was often changed, and trouble in the mill would mean that "Charlie," as he was known to all, would work far into the night to help repair a break-down, or to lend his hand in other ways.

He ordered supplies and raw stock, helped to manufacture the products, and, as the business grew, made frequent selling trips to New York and elsewhere.

From 1877 to 1885, roughly, Mr. Bird gave his time to learning the business, and to the development of cartridge and wad papers. About 1885, the paper box business got under way, and effort to build up this line was carried on extensively for about five years.

The Bird Mills About 1880

All this meant physical expansion also. New buildings began to spring up, steam power was installed. More men were needed, and the force was enlarged.

New blood provided new life.

One with an ear attuned to the sounds of industry could detect the first hums that presaged the regulated roars and rumbles of a great factory. Conditions that seem primitive to us, but which were typical of that day, were passing.

For the last times the men working on night shifts carried lanterns. The kerosene lamps used to light the beater and machine rooms were soon to be extinguished to make way for more modern illumination.

Then, too, young Mr. Bird was following in the footsteps of his father—"The Sage of Walpole"—and was winning his way into the hearts of the men.

He could, and did, take any man's place on any job. At one time there was a paper makers' dance to which everyone wished to go. The shift of one machine tender ended at midnight, too late for the dance. Mr. Bird, learning of this, took the man's place on the machine, and bade him go and enjoy himself.

It was during this period—the '80's—that the first salesman came, relieving Mr. Bird of this activity, and becoming the forerunner of the present staff of nearly 125 representatives, covering every state in the Union.

The Bird product territory was expanding. The ton-and-a-half run of one tour on the paper machine began to be inadequate. In between long hours of physical labor, Mr. Bird began to lay plans, in the early 90's, for the expansion that resulted in the far-flung existence and influence of Bird & Son as it is today.

The first Building and Roofing products, made at East Walpole, were started during this period.

It was at this time also that the personel began to increase even more. Mr. Bird found it necessary in ever-increasing measure to delegate duties and responsibilities to others who could be depended upon to follow his ideals. The responsibility was thus divided, these men reporting to Mr. Bird, who took the helm and directed the activities of his concern through his under officers.

This brings us to 1900. In 1901, he supervised the construction of what is now No. 2 Box Shop, thus providing needed space for new products.

A year later Mr. Bird startled a certain worker one day by asking him, "What do you think of an eight-hour day for this mill? I've been thinking about it for a long time—eight hours is plenty for a man to work—and, furthermore, I'm going to start it right away."

This move was revolutionary in the extreme. Only one other mill in the country, in Maine, had adopted three eight-hour shifts. But once decided, the matter was settled, and the Bird workers immediately began to enjoy the benefits of a shorter working day, with the same pay as formerly.

Proceeding with necessary caution, but with unerring force, he began to develop and enlarge the business still further. The manufacture of roofing and waterproof papers had proved successful, and to meet the ever growing demand, a plant was built just over the Walpole line, in Norwood. During the following year a similar plant was built in Hamilton, Ont., Canada. Again heedful of growing needs, he built a mill in Phillipsdale, R. I., in 1907, for the manufacture of felt to be used at the Norwood roofing plant.

Charles Bird was now ready to add to the already large list of Neponset products. Twenty years before, in 1893, experiments then conducted showed the practicability of a felt-base floor covering. The matter had come up from time to time, and conditions now being right, the Norwood Floor Covering plant was established, and started production in 1911.

In 1913–14 a large brick building was erected at East Walpole for the production of solid-fibre and corrugated shipping cases, and for the manufacture of wall board.

And three years later a roofing plant located in Chicago, Ill., was purchased, to provide a western factory for Bird Roofings.

Mr. Bird had, in the meantime, formed a partnership with Philip R. Allen and Charles S. Bird, Jr., under the name of Bird & Son.

The firm of Bird & Son was incorporated in May, 1918.

Bird & Son today speaks for itself. Employing nearly two thousand workers, engaged in the manufacture of four distinct lines of products embracing nearly fifty separate items, not counting sizes weights and finishes, distributing its line to every state in the Union and to many foreign countries, always an influence for the betterment of surrounding communities and of its workers, Bird & Son is a credit to the man who built it, and who is still building it.

(Continued on Page 8)

AIRPLANE NEEDED FOR VIEW OF BIRD PLANTS

MOST readers of the *Review* will recall, now it is brought to their minds, a song, popular some years ago, the theme of which was "Come, Josephine, in my flying machine . . . ."

With the picture above as a help, you may now imagine yourself in an airplane piloted by the writer with the Bird & Son plants and surrounding country spread out before you.

Above the roar of the motor, the various buildings are pointed out to you. Starting in the lower left-hand section, we see a group of low buildings. These are the warehouses and shipping platforms for Bird's Solid Fibre and Corrugated Shipping Cases, and Wallboard, which are made in No. 1 Box Shop, the large brick structure right next to these buildings.

Starting at No. 1 Box Shop, and running to the right, are the paper mills, power house, etc. Unfortunately, we are at such an angle that most of these buildings are hidden by the railroad embankment. In the rear of the chimney, that bright new brick building that stands out so prominently is the new structure housing the various maintenance departments, laboratory, draughting room, etc. To the left of that is a smaller brick building—the addition to No. 2 machine room, providing for 22 additional driers, and also giving additional storage space.

Number 2 Box Shop, where flower pots, tack and screw boxes and shoe cartons are made, is the long building with the slightly-curved roof. Just in front of that is the Main Office building. Behind the trees, a little beyond, is the Triangle Building, containing the Labor Bureau, Hospital, Library, etc. Bird Hall can be easily distinguished by its tower.

Keeping on to the right, and following the bend of the railroad, we see the Hollingsworth & Vose paper mill and American Glue Co. The next group of mill buildings, distinguished by two tall smokestacks right close together, is the Building and Roofing mill, where Neponset Black, Neponset Twins, and all the rest of the Bird Roofing family hold forth. This is just over the line, in Norwood.

Too bad we didn't bring field-glasses, but if you look close, down behind a bright water tower, on a curve a little to the left beyond the roofing plant, you can make out Bird & Son's Floor Covering plant. This is the largest single plant operated by Bird & Son.

In the foreground you can easily see the following: on the left, the new Bird baseball field, soon to be put in operation, and on the right, a part of Francis William Park, a memorial to Francis William Bird.

ONLY SLIGHT ACCIDENT REDUCTION JANUARY—JUNE

All Mills Must Make Stronger Effort Towards Better Record; Injuries By Departments Show Where They Occur; Has Your Department a Zero?

THE BIRD & SON accident record for the first six months of 1927, as compared with a similar period last year, will undoubtedly show a slight reduction in number of lost-time injuries. The reduction will not be great, but it will be something, and should help us to do better in the last six months of this year.

Foremen and members of the Safety Committees will shortly receive an analysis of accidents from January through June of this year. We will pick out some of the main points of this analysis later on.

It might be interesting to know where the accidents have occurred since the first of the year. The following list (covering to June 20) shows you in what departments of the East Walpole and Norwood mills accidents involving doctor's services or lost time occurred:

Paper Mills
11 accidents—6 of which lost time
DFG, 1; DFF, 1; DFB, 0; DFW, 0; DMB, 1; DMC, 0; DMF, 0; DMH, 2; DMJ, 0; DMP, 4; DMT, 2; DMW, 0; DMZ, 0. Total, 11.

No. 1 Box Shop
10 accidents—4 of which lost time
FXC, 3; FXF, 5; FXG, 2; FXN, 0; DVX1, 0; FXW, 0; FXT, 0. Total, 10.

No. 2 Box Shop
9 accidents—6 of which lost time
FXB, 1; FXK, 0; FXP, 0; FXR, 8; DVX2, 0. Total, 9.

Engineering
9 accidents—4 of which lost time
EME, 0; EML, 0; EMM, 2; EMP, 1; EMT, 0; EMW, 2; EMY, 2; ERB, 1; ERE, 1. Total, 9.

Building and Roofing
15 accidents—8 of which lost time
FBB, 0; FBE, 0; FBF, 1; FBG, 0; FBH, 0; FBL, 0; FBM 4; FBP, 3; FBQ, 0; FBR, 0; FBT, 0; FBV, 4; FBX, 1; FBY, 2; FBZ, 0. Total, 15.

Floor Covering
24 accidents—10 of which lost time
FFB, O; FFC, 0; FFD, 2; FFF, 3; FFM, 1; FFN, 4; FFP, 5; FFQ, 0; FFR, 5; FFS, 0; FFV, 3; FFY, 1; FFZ, 0. Total, 24.

If your department has a zero, it means that you have not had an accident calling for doctor's services or lost time during the period from January 1 to June 20 of this year. If, on the other hand, there is a figure, it shows how many accidents your department has contributed towards the total.

In the matter of lost-time accidents so far this year, we note that the Paper Mills, Engineering, and Building and Roofing show a slight reduction; No. 1 Box Shop, Floor Covering and Phillipsdale are about even with last year; while No. 2 Box Shop and Chicago show increases.

Accidents happening while workers are handling materials are still in the majority. Strains and hernias are painful, costly injuries. Four men suffered hernias during the first six months, and lost a total of 197 days—an average of nearly 50 days out for each man.

There seemed to be a small epidemic of men dropping things on their toes. Several of the men thus injured admitted their own carelessness. They weren't watching what they were doing, they were in too much of a hurry, they had "butter fingers," temporarily.

Infections are trying to creep in again. It may become necessary to deal drastically with the man who does not have small cuts and bruises treated at once. He should know enough to do so, to save himself from the possible horrors of blood poisoning, amputation—even death. That's strong language, but talk to the man who has had a dose of blood poisoning, and he'll make it even stronger.

If you think Safety, today and every day, you will help to make the Bird 1927 Safety Record better than ever before.

Will you?

The fellow who won't is a slacker.

Floor Covering Plant Ahead in This Year's Suggestion Contest

FLOOR COVERING seems to be in the lead as the contestants in the 1927 Suggestion Contest near the half-way mark. Arthur Spinks of FFV is at the head of the column, with 6 accepted suggestions to his credit.

Next in line come Clifford Banks and Frank Reed of Phillipsdale and Walter Hanson of FFP, each with four to his credit. H. G. Morgan, FFR, E. C. Rafuse, SM, and John White, FBM, are tagging right along with three apiece.

The following men each have two accepted suggestions to their credit: Arthur Balduf, FBE; John Connolly, FFV; Walter Cyr, FBF; William Danaher, FFV; James DeChells, FXR; Walter Gill, DPP; C. R. Hamilton, FFN; John Lydon, FXT; C. L. Miller, FFV; Patsy Sansone, FFD.

Even if you haven't started, there is still a mighty good chance of your winning one of the Grand Prizes. Last year's race proved that.

The men whose names appear above have received a total of more than $250 extra in their pay envelopes. Ideas are sure worth money! In these days it's the worker with ideas who gets ahead, too.

How about the work that you are doing, that your machine is doing, that some one else's machine is doing? It need not be a machine. It may be a method of doing work, a way of labelling or marking goods—it can probably be improved. Have you an idea on how to do it? Send it in!

The following suggestions were accepted at the June meeting:

Holes under fire doors	Arthur Balduf, FBE
Method of keeping overflow clean	Clifford Banks, DPP
Remove ductor on calenders	Clifford Banks, DPP
Put scratcher motor switch on machine	Fred H. Center, AW
Distinguishing mark for Pattern No. 890	Bartley Clancey, FFV
Hose on water pipe at paste mixer	James DeChells, FXR
Extension on front of paste mixer	James DeChells, FXR
Change emergency brake on Clark tructractor	Warren Dyer, FFV
Guide for trim, FXCM7	John Flaherty, FXW
Adopt steel handle hammers	Carroll Gammell, FFV
Install special bracket for lights in winding room	C. R. Hamilton, FFN
Concrete step at DM4 basement	David Heylin, DMZ
Platform in front of FXCM1 slitters	Herman W. Lauble, FXC
Support for arbor on FXOM2	Louis Maida, FXO
Friction on reels for FBPM7	John S. Mattson, FBM
Install frosted windows in locker room, FFPM4	William D. Morgan, FFP
Smoking area outside FFF	A. J. Quackenbush, FFR
Finer cylinder wire on DMPM3	William J. Quinn, DM
Support for crane yoke	Patsy Sansone, FFD
Method of salvaging spools on Parker tying machine	Paul Sansone, FBM
Locks on door at bottom of ramp	Arthur Spinks, FFV
Oval gasoline tank for tractors	Everett Tripp, FFM
Stop on saw table in EMW	George Wallace, EMW
Adjustable arms on FBPM15	John H. White, FBM
Protect controller fuse box, FFPM3	Arthur Wise, FFP

Cardinal O'Connell Attends Opening of St. Mary's Church

The new St. Mary's Church on Washington Street

WITH His Eminence, William Cardinal O'Connell in unexpected and welcome attendance, the new Saint Mary's Church in East Walpole was recently opened. Both Cardinal O'Connell and Rev. T. J. Fahey, pastor of the church, spoke at the ceremonies.

The new church, located at the corner of Washington street and Rhoades avenue, is a handsome brick structure, with a seating capacity of four hundred and eighty-two, independent of the organ gallery.

Both in interior and exterior architectural treatment, in the spiritual values it will offer to local Roman Catholics, and in the service it will render the entire community, St. Mary's Church is a welcome addition to this locality.

NOT

WHAT WE SAY

BUT

WHAT *OTHERS* SAY

(The first of a series of letters from your fellow workers who are members of the Neponset Credit Union. Originals on file in the Labor Bureau.)

"As a member of the Credit Union, I wish to express my appreciation for its great help to me, not only to pay my bills, but also to realize at last how easy it is to save through the Credit Union.

"Before I beeame a member of the Neponset Credit Union I did not believe I could save, but after I had a few dollars in the Credit Union I soon changed my mind. It is a blessing to any man when he has sickness or bills to meet to know that all he has to do is to see Al Smith, and if what you have saved is not enough, you can get through the Credit Union as much more as you need at very reasonable interest."

NEPONSET CREDIT UNION

Have a Healthy Vacation

IF YOU HAVE THE SYMPTOMS SEE TWENTY SEE A DOCTOR
KEEP OUT OF STUFFY POORLY VENTILATED PLACES
SLEEP IN PLENTY OF FRESH AIR BUT DON'T SLEEP IN A DRAFT
IF YOU HAVE A COLD COUGH OR SNEEZE USE A HANDKERCHIEF
DON'T ALLOW A MAN WHO COUGHS OR SNEEZES IN YOUR FACE AVOID PEOPLE WITH COLDS
REMEMBER THAT COLDS ARE CONTAGIOUS
DON'T RISK A LITTLE STITCH IN TIME SAVES NINE THOROUGH AND QUICK ELIMINATION IS INFINITELY BETTER
KEEP ALL BODILY FUNCTIONS IN PERFECT ORDER
DON'T ABUSE YOUR STOMACH IN ANY WAY
DON'T OVER-EAT!
GET PLENTY REGULAR HOURS OF SLEEP
KEEP TEETH AROUND YOU KEEP CLEAN - YOU KEEP CLEAN YOURSELF
EXERCISE ONLY
SICKNESS

VACATIONS are just around the corner. In fact, they are already in progress, or even completed, for a few of us. But for the many who have not already gone, a few health hints may help to make the rest period more enjoyable.

Water, inside and outside, might be considered first. Drinking water varies with the locality. If you are used to a certain kind of water, a change may mean constipation. Again, if you are not absolutely sure that the water you drink has been passed upon by health authorities, don't drink it unless it has been purified by boiling, or by the addition of a drop of iodine to a quart of the water. Bad water might not give you typhoid, but it might easily bring on very uncomfortable complications.

To spend all waking hours in the sunshine is the vacation goal for many of us. A very good idea, but with very definite limitations. If you want to acquire a tan, don't try to do it in one day. Another's sunburn may be a joke, but it's no joke for the party who has it. A bad sunburn may mean a very serious illness. Expose yourself for a short time each day only—before 9 in the morning, or after three in the afternoon is the best time. In between then, keep head and body protected. Mild sunburn can be treated with unguentine or a similar ointment. Severe sunburn calls for a doctor.

Eat plenty of greens, some fish, and as little meat as possible. Meat is a "heating" food, and most of us want to keep cool on our vacations at least.

Drink plenty of water and good fresh milk. Pure ice cream is good. Sweet sodas and candy are not so good—go easy on 'em. Get plenty of sleep. Take time to rest.

Be sure you have a bowel movement daily. In other words, follow common sense health habits, just as you would, or should, at home.

Most folks know the hour-at-least-after-eating rule regarding bathing. Some still disregard it—and bathers still get cramps, and some of them drown. The really good swimmer, who "knows his stuff," obeys this rule, as well as the one that says to stay out of the water when overheated or tired.

Self-doctoring is not usually to be recommended, but every vacationist should carry three small articles, that will help to relieve minor ills and injuries. These are: a laxative (if in doubt as to the kind, ask your doctor or the nurse at the Emergency Hospital); a tube of unguentine—good for sunburn, other burns, bruises, etc.; and a small bottle of aromatic spirits of ammonia—for faintness or diziness.

The camper should add to these remedies: merchurochrome swabs, bandages, adhesive tape, gauze or clean pieces of linen, and safety pins. A cigar box will hold the whole kit.

To sum up, moderation in all things will give you a pleasant vacation, and bring you back in better condition, physically and mentally.

Walpole Home Building Notes

Andrew Philpot has moved from 6 Rock Hill Street to 1 Stone Circle, Norwood.

George E. Wood of the Floor Covering Plant has purchased the new house at 157 Rock Street, corner Oliver Street, Norwood.

Charles Rawson has moved from Highland Street, Norwood, into the house on June Street, East Walpole, formerly occupied by P. J. MacDonald.

The Walpole Home Building Company, Inc., has sold for C. S. Bird to Anna J. Mahoney of Wrentham three house lots on Common Street, Walpole.

Albin Gottberg has started the erection of a house on his lot at Westview, Sumner Street, Norwood.

William J. Garneau of Walpole has leased of William Larson the house at 173 Mylod Street, East Walpole.

Mrs. Ida Sansone is remodelling her property on Washington Street, East Walpole, into stores.

Ernest H. Coleman will move about July 1 into his new house on Woodland Road, East Walpole.

F. R. Cooper has started the erection of a six-room house at the Walpole Home Building Company development, Pleasant Street, East Walpole.

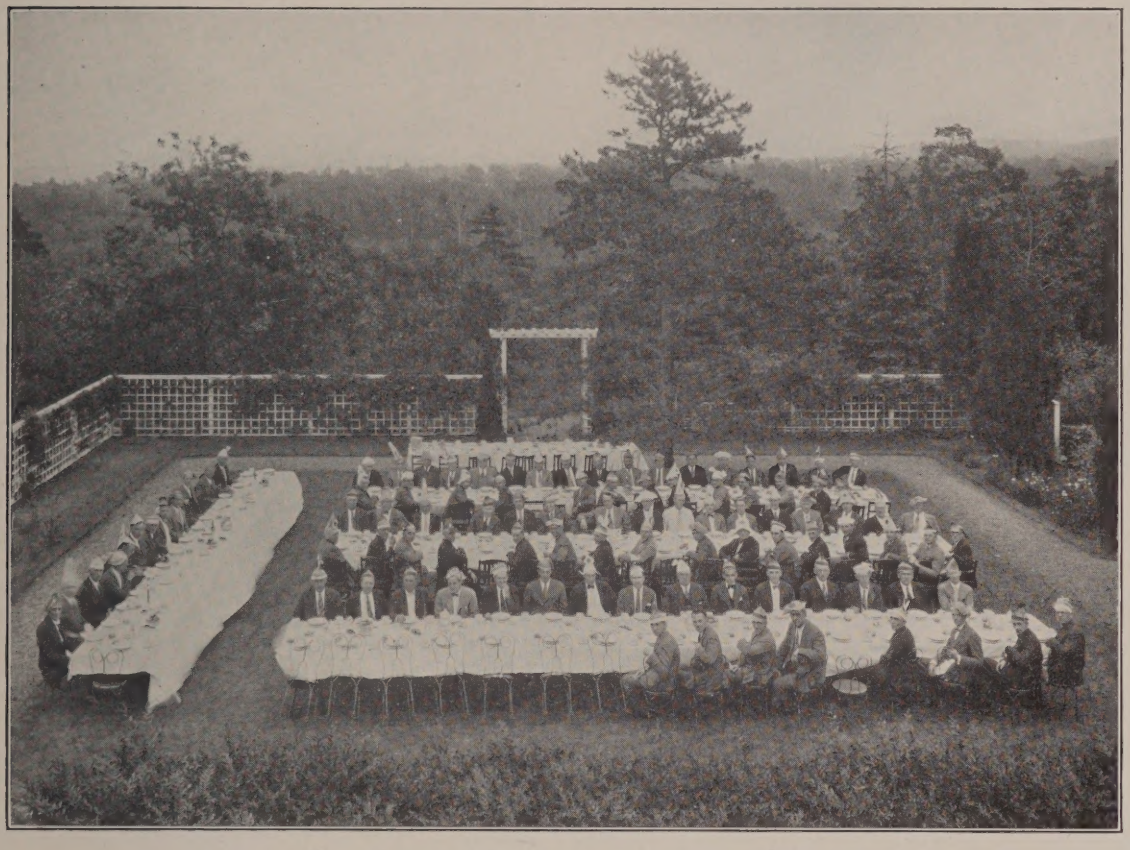
Arthur E. Cobb is building a five-room bungalow on Gould Avenue, East Walpole.

Edmund Gay has sold to Arthur Maguire a lot containing about 11,000 sq. ft. of land on Union Street, East Walpole.

The Walpole Home Building Company has sold lots on June Street, East Walpole, to Carl Nordstrom of Norwood and John F. King and Lionel E. Hudson of East Walpole. They will start very soon to erect modern houses on these lots.

COLORFUL EVENING ENDS BIRD CLUB SEASON

Banquet on Terrace in Rear of Clubhouse Is Highly Enjoyed; Sue Hastings' Marionettes Presented to Large Audience of Members and Guests



Some of the Diners at the Bird Club Banquet, on Terrace in Rear of Club House

WITH old Jupe Pluvius threatening all the while to send down unwanted rain drops, the Bird Club held its final banquet and entertainment in a riot of fun and color on the Clubhouse grounds Thursday evening, June 23.

Despite an early afternoon cloudburst, the original plans were carried out, and when the members arrived at the Clubhouse, they found the tables set on the terrace in the rear, and a stage awaiting on the lawn in front of the house.

A few minutes after 6.30 about 150 men sat down. Paper hats were given out, and these, with the white cloths, glass and silverware, and surrounding trees and bushes made a cheering scene.

In fact, these surroundings, aided and abetted by an excellent chicken dinner provided by Seilers, put the diners in high spirits and the liveliest banquet yet was the result. Repartee between several members and the toastmaster of the evening, Eli Chamberlain, was highly enjoyed. Singing was perpetrated for a short period following the meal.

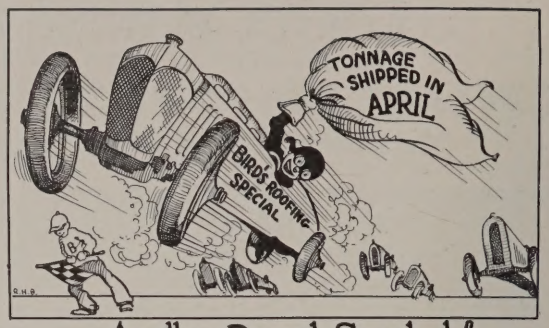
At 7.45 each man picked up his chair and walked, going to the front lawn, where a stage had been erected for the presentation of the evening's entertainment, Sue Hastings' Marionettes. Wives, families and friends of Bird & Son workers attended in goodly numbers.

The show proved highly entertaining. There were thrills and chuckles for the children; laughs and gasps of amazement for the grown-ups. It was certainly a unique entertainment.

The *Review* echoes the remarks of Dimon Merrill, general chairman of the entertainment committee, in extending to the various "sub-chairmen" and their assistants the hearty thanks of the Club members for the best Bird Club season ever.

TIMES change and customs also. Henry Ford says history is bunk. Coincidences are queer, sometimes. Great minds run in the same channel. History repeats itself, and that sort of stuff.

Wot's it all about? Nothing so very much—just another one of those queer coincidences. At the top of this page are two drawings. The first was made 25 years ago, to illustrate a bulletin on Paroid Roofing, and show, by means of a one-lunger horseless carriage leading another, that Bird's Roofing was at the head of the parade.



Another Record Smashed!

A few weeks ago, in the year 1927, a young artist was asked to draw something to illustrate a bulletin on Bird's Roofings. The drawing on the right is the result. The second artist never saw the 1902 sketch, but picked a modern racing car, burning up the roads, as the best way of showing Bird's Roofing breaking the records.

A slight difference is visible also in the expression of the two drivers. The 1927 chap drives with one hand, waves a banner with the other, and seems quite a carefree mortal. The other chap drives with head down, both hands on the wheel, and a general expression of "I wonder how long we'll keep going."

He needn't have worried. Paroid and the rest of the Bird family are still going strong, 25 years after he chug-chugged down the country lane.

(Continued from Page 2)

This Old Timer's story would not be complete without some mention of Mr. Bird's activities outside of the business, for while any story of Mr. Bird must necessarily be a story of the business also, Charles Bird has never neglected the larger duties of good citizenship.

Having in mind the steady development and betterment of the surrounding communities, Mr. Bird has continually lent his influence and provided the wherewithal for such betterment. The Walpole water system, the school system, honest and capable public officials—for all these, and many other things, Mr. Bird has continually fought.

Among many other provisions, Francis William Park in East Walpole, and a large playground in Norwood bear evidence of Mr. Bird's thoughtfulness.

Only a few days ago, in a conversation with a department head, Mr. Bird said, "Current conditions mean nothing to me. What I am interested in is producing quality goods and giving service. These, plus everybody being on their toes, will produce results."

And there you have a picture of Charles Sumner Bird, now completing fifty years of service to Bird & Son, inc., and to the community.

An Old Timer.

Wanted: "Roofeng for a Kemp"

DUNHAM & HANSON CO., of Bangor, Me., sent in the following order, partly translated. It should be explained that one side of the single sheet was ruled off to represent the top and four sides of a roof, with the nessage and measurements written in the various spaces. The other side contained further instructions.

"Thick, havey, Af red and Af green cheng rooffeng. Joseph Tassone. Not nails pecause I got him.

"(Side measurement) Being 9 fit and ex 6 enche long thes top the kemp.

"(End measurement) Sex fit and 4 enche upset thes top.

"Small kemp on side the roadway these going to Donald Crowell.

"Yours veary truly,

"Joseph Tessone, Frankfort, Maine.

"Send by Cole. Ex."

(Editor's P. S.: He got the roofing.)

Only those are fit to live who do not fear to die; and none are fit to die who have shrunk from the joy of life and the duty of life. Never yet was worthy adventure worthily carried out by the man who put his own personal safety first.—Theodore Roosevelt.

BIRD'S NEPONSET REVIEW

Building and Roofing Dealers' Supplement

THROUGH A QUARTER CENTURY WITH BIRD DEALERS

IT has been said that "if a man knows all about you and still likes you, he is a true friend." Changing that just a bit, it might also be said that if two concerns do business with each other for 25 years or more, they certainly should know all about each other, and the continuance of their relationship is certainly proof of good business friendship.

This is a rambling and representative story of Neponset dealers of 25 years' standing, more or less. Neither time nor space would permit the mention of every dealer who has handled Bird products for 25 years or more. Even with a random selection, we will not have room for all the material and pictures that were sent in.

But let's go on with the story. Following a thorough shuffling of letters and pictures, we drew out this story from the Kirby-Wood Lumber Co., of Muncie, Indiana.

You've heard of starting a business on a shoestring. Well, in a way the 25 years of pleasant relationship between Bird and Kirby-Wood started about like that. Kirby-Wood purchased their present yard in 1902. Soon after they did so they found a few rolls of Paroid Roofing out in the shed, left over from a special job. As this was not enough for a complete job, they ordered 25 more squares, merely to have enough for a complete job. That was the beginning. Here's what Kirby-Wood has to say further:

"We have handled Bird Neponset Products continually since that time. Today we consider Paroid and other Neponset Products superior to any others we have ever seen.

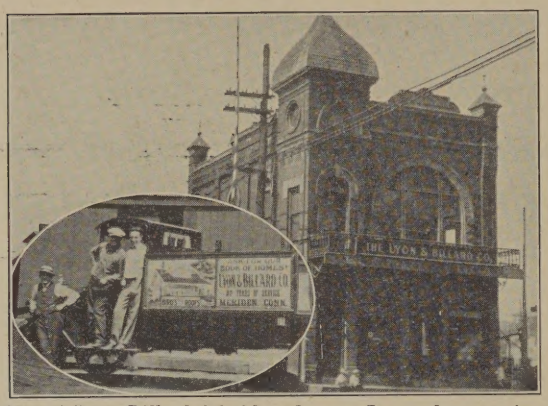
"During these 25 years and more we have never had a single roll of Paroid go wrong, and today we have many roofs in Muncie more than 25 years old and still going strong. One roof was put on a boiler shop over 20 years ago, and when they moved and erected a new building they took the Paroid roofing from the old building and put it on the new, where it is giving good service today.

"Then, there is the matter of co-operation. Bird & Son has always cooperated 100 per cent, and many, many times has gone beyond the limit in cooperation and assistance of every kind. For these reasons we would under no cricumstances even consider a change. Some of our most valued friendships have come through our connection with Bird & Son."

Staff of Champlin Lumber Co., West Warwick, R. I., standing in front of the Champlin office

Here's a couple of letters from the East, the first from Griffin Brothers of Onset, Mass., and the other from Charles C. Kellogg and Sons Co., of Utica, N. Y. Says John McDonald of Griffins':

Office and warehouse of Veit-Davison, Flint, Mich. Insert shows attractive Bird sign, located at railroad crossing near their office



Office of Lyon-Billard, Meriden, Conn. Insert shows section of truck bearing Bird sign

"Our experience in merchandising Bird's Roofings, building papers, wallboard, cements and roof coating, which has extended over a period of over 25 years, has been that the line is so complete, so well known, and so well made that we have been able to supply the needs of our trade by handling this line exclusively.

"From a dealer's standpoint we believe that such features as your line as the twin idea in shingles and the long standing reputation of such products as Neponset Black and Paroid help to make your material a good merchandising proposition."

Spencer Kellogg, vice-president of Charles C. Kellogg & Sons Co., Mich., tells an interesting little story in his letter:

"It was better than 26 years ago that we started handling your goods. Yes, I think it was better than 30 years, although we have no record for more than 26.

"I want to recall one little instance to show the square deals we have always received from Bird & Son. Some years ago we furnished some roofing, through you, to the Middleville Tannery. Before the Tannery had discovered it, you had found out from another shipment that this batch of roofing had gone wrong. You immediately wrote us to see how the Tannery shipment was holding out, and we reported that it had started to crack. Whereupon Bird & Son immediately sent enough roofing and the necessary labor to replace the entire roof. Enough said.

"This is only one instance, and we have always had this kind of treatment. We know of no better roofing and we will stick by it."

Next we'll jump out to the automobile country,

Office of Franklin County Lumber Co., Greenfield, Mass.

and look over the firm of Veit and Davison, Flint, Mich. We said earlier that this was to be a story of "growing together." Veit and Davison were incorporated in 1912 with a capitalization of $50,000. They started buying Bird products about the same time. Today their capitalization is $250,000, fully paid in, and they also have a surplus of practically the same amount.

The point of which is, of course, not that this

John Siphen of Diffenbaugh Lumber Co.

growth was due merely to the fact that they handled Bird products, but that Bird dealers are a progressive, growing bunch, and that the growth, which has been mutual, is due to a policy of fair business dealings between these dealers and a house of quality products.

Now to the little state of Rhode Island to talk with Robert H. Champlin of the Champlin Lumber Co., in West Warwick. Twenty-five years ago Mr. Champlin started a lumber yard in East Warwick. Bird's Roofings were sold from this yard soon after it opened. Although ashphalt shingles were at that time an unknown quantity, Paroid and Neponset Black were immediately adopted as standard.

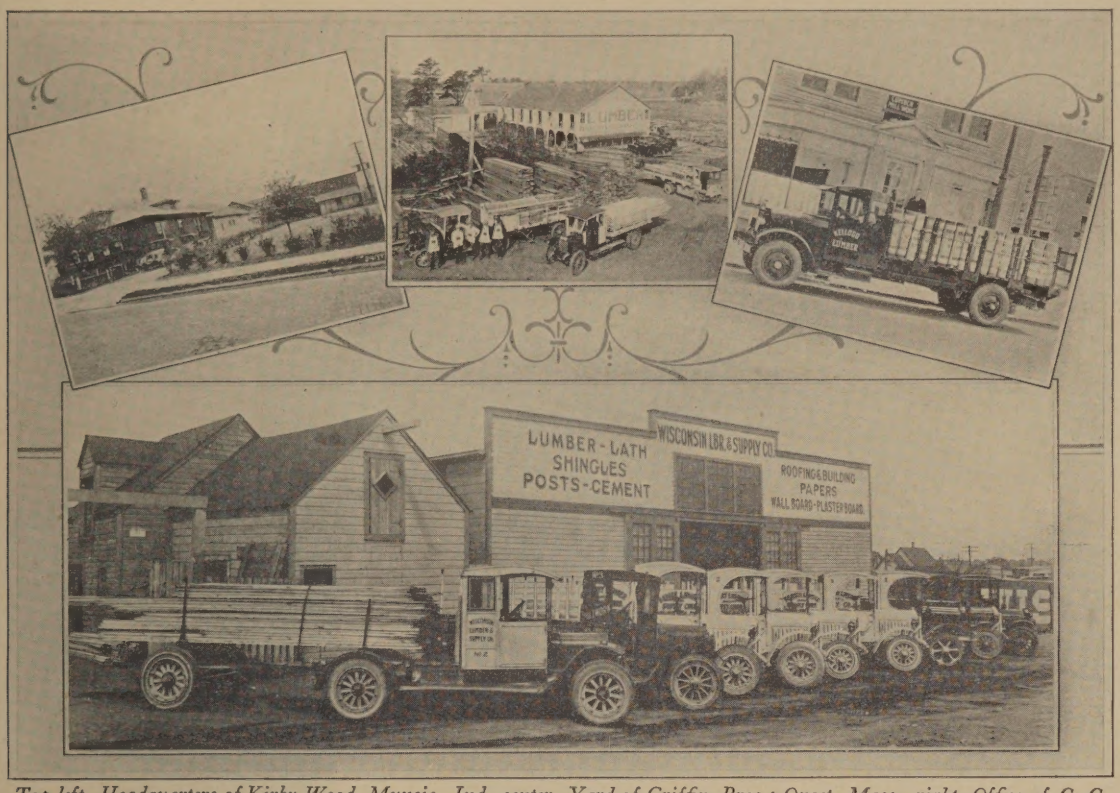
Mr. Champlin has this to say about Bird products:

"Our increase in sales in these products has been consistent from year to year. About five years after we started our yard, a branch yard was opened at West Warwick which rapdily became the larger yard of the two. We have supplied many of the mills in the Pawtucket Valley with Bird's Shingles and Roll Roofing, and their repeat orders testify to the true quality of the roofs in question.

"We point with pride to the many Paroid Roofs, put on at the time of our beginning, still giving service.

"The service rendered by Bird & Son, as well as the high quality of their products, is to a large extent responsible for the steady growth we have enjoyed with this particular line."

From Monmouth, Illinois, comes the story of three generations in the same business, all with the surname "John" and all handling Bird products.



Top left, Headquarters of Kirby-Wood, Muncie, Ind. center, Yard of Griffin Bros.; Onset, Mass., right, Office of C. C. Kellogg & Sons Co., Utica, N. Y., and one of their trucks. Ferdinand Scmidt, who has been with Kellogg for 48 years, is standing on the steps; Below, Trucks and Warehouse, Wisconsin Lbr. and Supply Co.

They say in their letter:

"The Diffenbaugh Lumber Co. was founded by John W. Sipher, a veteran lumberman, in 1869. This John sold Bird Products—probably the old "Tarred Hardware" paper, at that early date. He was joined during the succeeding years by his son-in-law, and later by still another generation, still with the surname John.

"These three John's, the grandfather, the father and the son, respectively aged 83, 61, and 35, will all testify to the superiority of Bird & Son's goods. They have handled Bird goods for 58 years, collectively, with entire satisfaction to themselves and to every customer.

"There is also still another John, now 10 years old, who it is expected will join the others in carrying on the business. He has already been cautioned by his great-grandfather, grandfather and father to "carry on" with Bird's products."

Now let's jump down to the Sunny South, and visit Nash-Norfolk, or, to be more explicit, C. A. Nash & Son of Norfolk, Va., one of the largest wholesale and retail building materials and hardware businesses in that section. The company was established in 1885 by C. A. Nash, when Norfolk was a very small city.

With the one idea of quality products always, this firm has expanded and kept pace with the rapid development of Norfolk. The firm is now under the direction of Herbert Nash, under whose guidance three retail stores are maintained.

Among the first items Nash purchased from Bird & Son were some of the old double-butt shingles. Several houses in the vicinity are still covered with these, and they are as waterproof as the day they were put on.

George Komp, Sr., the president, his son, George, Jr., Mr. Laird, and Mr. Galloway, all of the Komp Machinery Co., Hattiesburg, Miss., send in their compliments on Bird products.

Some years ago George Komp bought some Paroid and used it on his buildings. Now he handles a full line of Bird Roofings, and is able to give them his personal recommendation.

In common with the Kirby-Wood Co., who started off this story, W. E. Merritt & Co. of Mount Airy, N. C., started business with Bird through a few rolls of Paroid. (In passing, Paroid, seems to be a pretty solid foundation for a good roofing business.)

At first they bought Bird Roofings in small quantities, but quite a few years now have been selling many carloads yearly. One of their first sales was one of Paroid to cover a woodhouse. When this building was removed, twenty years later, the same Paroid covering was right on the job, still in a waterproof condition, according to H. M. Foy, the general manager.

One of the oldest firms in Meriden, Conn., is the Lyon-Billard Co., founded in 1847. They report that they are very much impressed with Bird's Roofings, and have always found them to be

Continued on Page 9

BIRD UNIT DISPLAYS THAT WILL PULL INQUIRIES AND SALES; CAN BE USED BY ANY DEALER IN WINDOW, OFFICE, OR DISPLAY BOOTH

(Story on Page 6)

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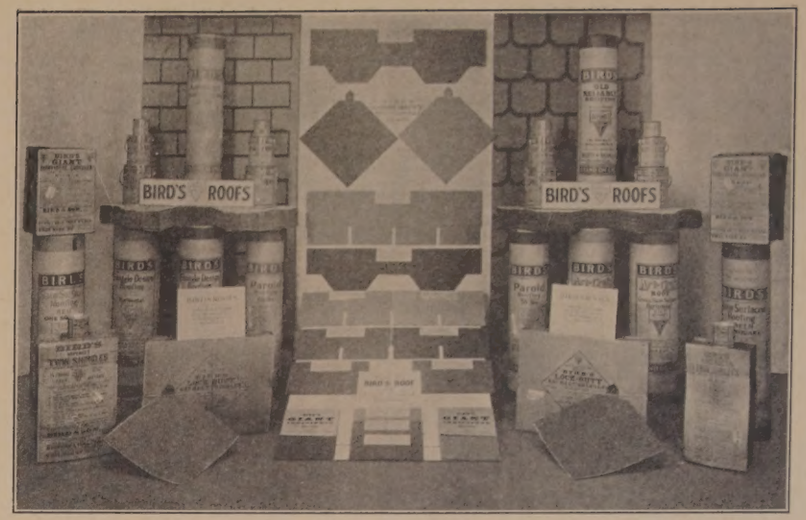

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Center, a line-up of the complete Bird Roofing line, showing also material used to make surrounding displays; top left, Shingle design is featured here, with the new Scene-in-Action display helping to get attention; below, for a small window—a strip of Art-Craft, a few rolls—simple, yet attractive; lower left, Neponset Black says "quality" in this display, featuring Building Papers; top right, a striking display of shingles that anyone can set up; below, another small and simple display, which shows shingles attractively; lower right, Shingles are given prominence, with the Scene-in-Action display well to the fore;

7

HOW THE BIRD UNIT DISPLAYS WERE SET UP

MANY a woman has been struck dumb except to the point of saying "charge it" upon seeing a gown of shimmering silk displayed in a window decorated with all the art of the professional window dresser.

Roofing is not always sold "off the bat" in just that way. A Bird's Roof properly laid on a good house is the best advertisement for a dealer and for Bird & Son. Yet no dealer ever gained anything by not letting the public know what products he carries in stock, and by not displaying them in the best and most practical way.

The roofing customer is not concerned, ordinarily, with a "beautiful" appearance. He pictures a roof as being neat and attractive. A neat, attractive Bird window display will help to convince him that a Bird roof will be just that. Men who buy roofings want to see the actual roll goods, shingles, etc. These window displays provide for this also.

The "How" of Bird Unit Displays

These Unit displays were set up without any fancy background or embellishment or elaborate hangings. They are made entirely from Bird's Roofing Products, plus a sign or two, which can be obtained on request by the dealer, or which the dealer could duplicate at small cost. The displays can be used in almost any size window, in a corner of your office or warehouse, in a convention "booth"—almost anywhere.

Display No. 1 shows you the complete line-up of Bird products, and is not intended as a sample display, but merely serves to show you how complete the Bird line is.

From the materials in No. 1, we set up display No. 2, using the new "Scene-in-Action" Unit as part of the center piece. Now try an interesting experiment. Take two small cards. Lay one over each end of this display, covering the two end rolls and the black cans. What remains is itself a complete display! Try this with the other photos, and you will see that they are very cleverly designed to fit whatever space the dealer has available. Take off as many pieces as you please, the same number from each end. The displays are made up of separate units—hence the name.

Display No. 3

Display No. 3 is extremely simple—yet it is neat and attractive. Where the pictures show a variety of roll goods, the dealer might well show just Art-Craft Rolls, if he wishes. So with the other displays. They can be used "as is" to show representative items, or can be made to "feature" one particular kind of goods.

Building Papers have been featured in Display No. 4. The glossy sheen on Neponset Black makes a mighty attractive spot, doesn't it. It certainly *looks* waterproof! A good point to remember also in setting up these displays is to have all rolls, bundles, cans, signs, etc., clean and free from rips and tears, and as free from wrinkles as possible.

Whole Display Should be Visible

Display No. 5 features shingles and roll goods in a most attractive yet simple manner. This center part alone, with just a few rolls and bundles, would make a mighty fine display. Remember to keep items in the front of the window *low*, and those in the back *high*. The average window is raised some distance from the ground, so that tall things in front would tend to hide other articles in the background.

Display No. 6 is the simplest of all. You will note that cans of Plastic Cement and Roof Coating are prominent in all the displays. There are two reasons for this. First, it brings them out where the customer can see and become interested in them. Second, they lend bright bits of color to displays that otherwise might be dull. The orange and red cans give "pep," in other words.

Display No. 7 is more elaborate. Yet it is not at all difficult to arrange. By following the picture the dealer, with one helper, could erect this display in about an hour. In all displays, single shingles should be mounted on cardboard to hold them stiff, and bundles of shingles braced in the back, to keep them from getting "flopsy." Try a stick twisted so as to pull the wires on bundles of shingles taut.

Brace "Singles" and Bundles

If single shingles, when shown, are backed up by bundles with the labels showing, as has been done in the picture, the shingle itself really needs no label. It has been mentioned before, but too much care cannot be taken to have both shingles and bundles stand stiff and stay stiff. If they sag, they look cheap and easily destructible, which, of course, they are not.

A few yards of roll roofing is all that is needed for any of the arrangements shown in the picture, or for a similar display.

Bundles of wallboard cannot be made to appear attractive, so a small piece, say four by five or six feet, with a regular label or neatly lettered sign, will show the goods to better advantage.

Finally, dealers who have tried it report that an attractive roofing display can and has sold goods and pulled inquiries for them in a measure they never supposed possible. Try one of these Unit displays and watch the results. The *Review* will be glad to publish a picture of the display, with a little story about it, if you wish to do this.

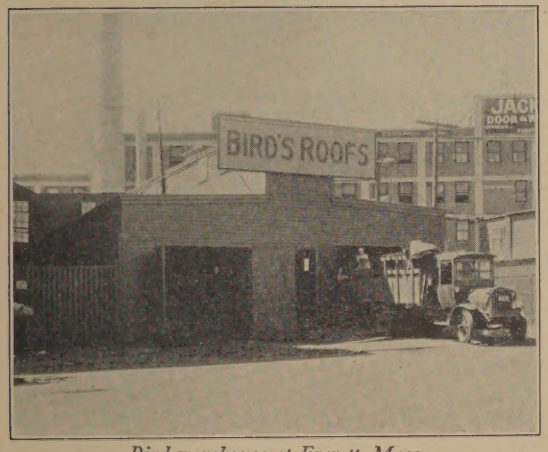
RESERVE STOCK ALWAYS ON HAND AT WAREHOUSES

150,000 Square Feet of Floor Space, all Possible Protection against Fire and Modern Shipping Facilities Assure Dealers of Continuous Service

MAINTENANCE of a "reserve stock" is a necessary measure in the efficient management of a large roofing plant, operating under present day business conditions. With so many different items of roofing to sell, and with rented warehouse space at a premium, it is up to the manufacturer to provide such a stock, in order that the dealer may at any time call for items to replenish his stock.

Bird & Son has recognized this, and has, during the past two or three years, increased its warehouse space enormously. Nearly 150,000 square feet of floor space is now being used to store Bird's Roofings. This space is increased in a large measure by the use of portable shelving which really provides a "second floor" in many sections of the warehouses.

There are few places harder to take good pictures of than roofing warehouses. They are low



Bird warehouse at Everett, Mass.

and spread out, and nothing short of an airplane view will show their full extent.

The first picture we show is that of the Everett, Mass., warehouse, smaller than any of the others, but acting as a valuable "service station," since it is situated on a trunk line railroad.

The second photograph shows you a section of the latest addition to the Chicago warehouse facilities.

The other picture was taken inside one of the warehouses at the Norwood mills, and shows you how the Roofing products are handled.

A large fleet of electric power trucks is needed to take shingles and roll goods from the machines, store them in their proper place, and later take them from the "bins" to truck or freight cars to be shipped out.

Part of the new Chicago warehouse

The warehouses are completely protected against fire, with concrete floors in most instances, and always with sprinklers and fire-fighting apparatus provided close at hand.

Bird & Son also maintains, in connection with the Floor Covering warehouse at Baltimore, a full stock of Bird's Roofing. Dealers in this area may ask for and receive the quickest possible service in replenishing their stock. They need this service—and they receive it.

Thus the Bird dealer is protected and assured, so far as it is humanly possible to do so, that the warehouses will always keep on hand a supply of just the goods he wants.

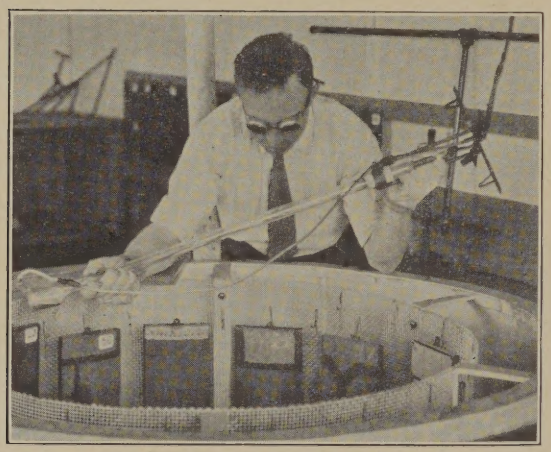
These trucks are busy all day long, handling Bird's roofing

BIRD LABORATORIES ACCOMPLISH REAL THINGS

Scientific, Practical Achievements are Passed on to Dealer and Consumer in form of Highest Quality Products. Plastic Cement an Example

TO many of us, mention of the word "laboratory" brings to mind a dingy room full of bottles and other glassware, a lot of complicated apparatus, an assortment of unpleasant smells and a whiskered old geezer or two peering into a microscope and making notes that no one else ever reads.

The Bird laboratories are quite the opposite. They are not dingy nor cluttered. True, there is some complicated apparatus, and an occasional odor that, while not actually unpleasant, is sometimes unfamiliar. The main difference lies in the results. The accomplishments of the Bird laboratories, and they are many, are passed on to dealer and to ultimate consumer in the form of products of the highest possible quality.



A quartz mercury vapor tube is part of the weathering tester, through which Bird's Roofing must pass

Consider, for example, a product which is becoming increasingly important to the dealer and roofer, Bird's Plastic Cement.

There can't be any half-way quality in Plastic Cement. It can't be cheapened by the introduction of coal tar, which is detrimental to asphalt roofing. It must be pliable and workable in cold weather as well as in warm; and it must be a completely and absolutely dependable product.

Over a year ago the Bird Laboratory started collecting samples of practically every Plastic cement on the market. It analyzed, inspected and reanalyzed these samples. It picked out their faults, and selected their virtues, and, building on our own experience in the use of plastic cements and roof coatings, finally evolved, after a year of detailed research, a Plastic Cement of unequaled quality.

This quality was quickly recognized, and resulted in the installation of an 800-gallon Plastic Cement mixer, capable of producing 50,000 pounds a day, not only mixing it, but also filling the containers in one continuous operation.

Bird & Son have had the advantages of a great Laboratory since the time the first Paroid roof was put on, about 30 years ago. During that time they have been collecting facts, making experiments, and sifting their own experience and the experience of Bird dealers. A wealth of practical advice and suggestions has been drawn from dealers, many of whom have distributed Bird's Products for 25 or 30 years.

Part of the Chicago Laboratory

On this foundation of the practical experience of ourselves and our dealers have been erected modern, quick-acting tests and laboratory methods whereby it may be proved in a few days, a few weeks or a few months what will happen to certain products in the course of five, ten, fifteen or twenty years.

Nor is the Laboratory work carried on by men always remote from practical roofing problems. It has long been the practice to hold frequent meetings of the staff men of the Bird Roofing plants. These meetings are held alternately at the Norwood, Mass., and Chicago mills. Here the superintendents and their staff devote their time to a discussion of practical roofing problems. Conditions in the manufacturing end of the business are freely discussed, and a program of research and improvement outlined for the future.

The work of the laboratories is thus tied up with the actual manufacturing and sales problems, and is far from being devoted to working out "just theories."

Continued from Page 3 of Supplement

highly satisfactory. One of the largest jobs this company has to its credit is the roofing of Poli's Theatre, in 1909, with Paroid, 55 lb.

Their officers are as follows: A. J. White, president; S. L. Scott, treasurer; Milton Guest, secretary; F. H. Billard, chairman board of directors; N. M. Dennison, yard superintendent; and F. C. Hugo, estimator.

The Albion Lumber Co. sends regrets from Michigan that the press of remodelling their office and yard prevents sending us either story or pictures, but will let their record of 26 years handling Bird roofings speak for itself.

Still another fast-growing concern that also handles Bird Roofings is the Conrad Hardware Co. of Lexington, N. C. Their first shipment of roofing amounted to about 75 squares, ordered just a few months after they started business. During the past year their orders amounted to more than 13 carloads, with their business in general hardward showing a similar great increase.

Here is what H. T. Rediske, president of the Interior Woodwork Company of Milwaukee has to say:

"We have handled and sold the Bird line ever since they had it on the market, and have always found it uniform and of the highest quality. During all these years, in the few rare cases where we have had any complaint, we have found Bird & Son prompt and willing in making satisfactory adjustment.

"We also carry their full line at our Beloit, Wisconsin, warehouse, the Beloit Builders' Supply Co., and at our three retail yards: Wisconsin Lumber and Supply Co., Milwaukee; Cudahy Lumber and Supply Corp., Cudahy, Wisc.; and Badger Lumber and Supply Corp., St. Francis, Wisc."

NOTICE

Owing to the press of extra material, it was necessary to omit the Salesmen's Page, and to curtail several other features in this month's issue. They will all appear in full next month.

Editor the Review.

An anniversary sale draws a crowd to Conrad Hardware Co. store, Lexington, N. C.

The Hale

Here we have a busy bird,
A hustling, bustling party,
Who shows us all by his pep
That he is hale and hearty.

He runs the Eastern Roofing Sales
Without the slightest fuss,
And you will note, if you watch,
A very active cuss.

Though not the slightest bit high hat,
He has a right to be—
As chairman of the Walpole schools,
He served with dignity.

But when he mingles with the Elks,
With fellowship and cheer,
You'll hear the crowd singing loud,
"Hale! The gang's all here."

Jerry, the Office Cat.

"You must seek knowledge. Knowledge will never seek you."—Madame Curie.

"A prudent question is one-half of wisdom."—Bacon.

Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance *Edgar Tarr*
Fred J. Spang *Ethel Duncan*
Arthur V. Wilson *Margaret Dalton*
Margaret Poff *Margaret Owens*

By the time this issue reaches our readers, William Murphy of the Traffic Department will be among us married mortals, since he was married, June 27, to Miss Mary O'Donnell, in Norwood. Mr. and Mrs. Murphy will make their home in Islington.

The flag raising at Francis William Park

Bill Maxwell, AC, says that horseback riding is fine, unless you try to ride a polo pony. Bill did a beautiful "Prince of Wales" on his last attempt.

"Jiggs" Delaney is working in AC again this summer.

The girls from CF had a weenie roast on June 13. Some of them had to go hungry because Betty ate most of the weenies before she was discovered.

We certainly miss Bob Garner since he left us to go out on the road in Virginia.

We hear that Dick Winn is going to buy a Ford. We expect to see him getting thin from pushing it. Helen Kiniry is learning to drive a Ford also, so the girls are not letting the fellows get very far ahead.

We are glad to welcome Mary Blazonis as a worker in VN. Mary is a graduate of Walpole High School, class of '26. She was the Valedictorian of her class, winner of the Martha Metcalf Allen scholarship, and also winner of the Washington and Jefferson medal for general excellence in the four-year American History course.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran *John J. Burke*
William J. Quinn *John H. Maguire*
Marshall B. Lee *Maude E. Kaler* *Ernest Koebe*

John Burke recently came to work in the highest glee. It was a boy. Congrats, John.

Rolly Johnson of DM is taking his vacation by making a visiting tour of all his friends.

Carr of DMP has been transferred to EMP.

Holly Troop of Girl Scouts, in the Park

Miss Smith (at telephone): "Just where is your office? On the second floor?"

Voice: "Yes, counting down from the top. It's the third from the ground."

Of course the big news of the month from these quarters is the enlargement of No. 2 machine. With 22 new driers it is now nearly as large as No. 5. Several crews, from outside and inside both, worked like beavers to complete the job on schedule. They all deserve a world of credit.

We see by the last *Review* that John Davis of Phillipsdale enjoyed his vacation recently.

Walter Sword of DMP3 has been very successful on his fishing trip down the harbor.

Sophie Novick, who has been a part-time worker in PL office, was graduated from Walpole High June 17, and we now welcome her as a full-time worker.

Tony Feeney has been night engineer on the iron horse for quite a spell and the riding bug has bitten him quite hard. He goes to Wrentham a couple of nights a week to fork a real flesh and blood goat, and he says there is nothing like it for thrills.

Engineering

John Maitland *John Burhoe*
John Bache *Joseph Sheehan*

John Bache is the proud owner of a late 1927 model baby boy. Both Mrs. Bache and Junior are doing well.

Congratulations are in order for Louis DesJardines, EF,

This is how Peg Owens, CF, spends her vacations. Her friend, Marion Ostergren drives her 'round, evidently

who was recently graduated from the course in power plant design at Lowell Institute.

Win Schaier has turned in his old "colleege" flivver for a closed car with all the fixings, but there's room for still more accessories. Dealers take notice.

Jesse King has changed his old car for a Buick coach.

Roy Gardner and Ernest Stott took some time off to dig clams down on the Cape. They found the tide IN when they came back with the clams. They didn't say, but we'll wager that diggers and clams both took a swim.

Charles Rafuse, Jr., has been transferred from SP to SMR, where he will assist Harry Godkin.

Russell Jenkins is a new worker in EMW. Welcome, Russell.

We also welcome Ernest "Irish" Oakes, catcher of the snappy Norwood High School ball team, who is now working in EM office.

We are sorry to hear that Dan McDavitt is still on the sick list. We wish you a speedy recovery, Dan.

EMP extends a welcome to a new worker, William Carr.

Fred Duncan ought to be congratulated for his interest in the mill. One morning about 4 a. m. Fred was leaving the mill to go home, and as he went out of the yard a very tough looking customer walked across the square and started for the yard. Fred neglected wife, home and children to go right back and protect those indoors, and keep the buildings intact, for fear something might happen.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Our Lester, better known as Oscar, went to New York recently with several of his boy friends from Phillipsdale. Lester is getting to be quite a big boy now to be able to stay away from his papa as long as this.

Jack Hammerli has been having quite a siege of it in the Pawtucket Memorial Hospital but is improving and we expect to see him back again soon.

We welcome Arnold Manchester, who has started to work with us on the rewinder, Joseph Barnard in the cutter room, Edgar J. Gunnery on the machine, and Manuel Martin and Albert French, who have started to work in the boiler room.

We would mention in this issue that Mr. Fred D. Rogers, better known as the Sheik of Phillipsdale, has discharged his mechanic, Lloyd Allen, and is now making a bid for a first-class pilot. Anyone more or less capable please communicate with Mr. Rogers.

Walter Gill is still building that garage we spoke of two or three months ago. The wall is going up steadily week by week at the rate of about a block and a half a day. Walter says he is going to get another cement mixer.

Mr. Inman has been away to Cleveland on his vacation and has returned with a Stearns Knight sedan.

Charlie Cyranock shingled his roof during his vacation while Seraphim Moreiro spent his in painting his house.

Seigel Tarasenkov started in the retail merchandise business by opening a store during his vacation.

Miss McKenna is taking day trips to the various resorts.

BOX FACTORIES

East Walpole, Mass.

Albert H. Hammond *Will A. Evans*
George L. Holland *Charles S. Mutch*
Florence H. Slaney *Mary Driscoll*

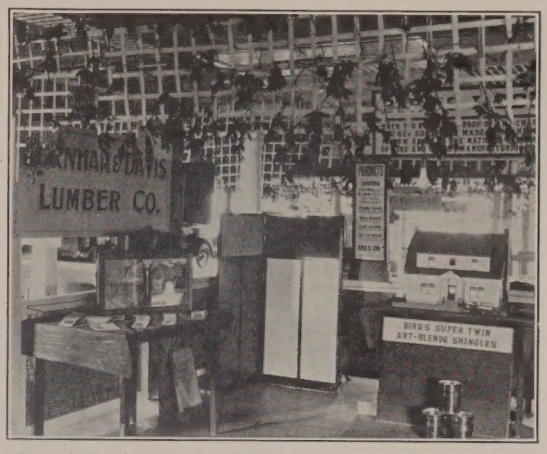
Earl H. Hansen

Otto Ross has enjoyed part of his vacation taking care of his garden at home.

Bob Morse spent the holiday week-end at Old Orchard Beach and surrounding towns.

Ken Towle recently made a trip to his home in New Hampshire.

Ralph Watson is the proud owner of a Studebaker touring car. It is rumored that it can do 65 miles per hour coming up Morse Hill. Get it right, this means coming up, not going down.



Section of display booth of Barnham and Davis Lumber Co. Lowell, Mass.

John Waltonen's car has just received a new coat of paint. Some classy boat, now.

Have you seen Horace Hart and his Leapin' Lena sport model around town during the evenings?

With regret we said good-bye to Annie Richardson who left us to be married sometime soon. She was presented with a beautiful wedding gift by the workers in FXK.

The FXK girls are now taking lessons in horseback riding. We expect to see some snappy riders on the track soon.

Marjorie and Betty, children of Larry Doane of FXK, made a hit on the stage recently doing toe-dances.

Marion Brady of FXP is now working in FXK.

BUILDING AND ROOFING MILLS AND OFFICES

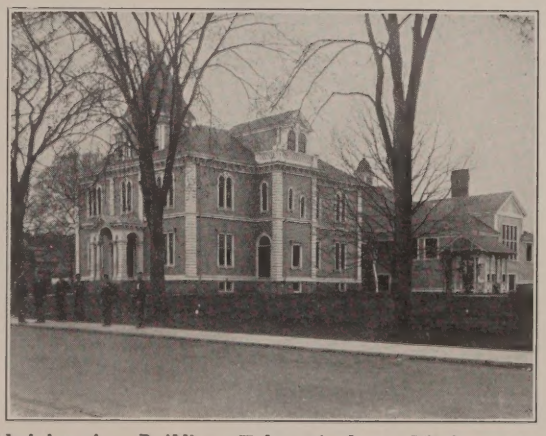
Norwood, Mass., Mill

Ralph Kolseth *Charles Seavey*
Richard Stoddard *John White*

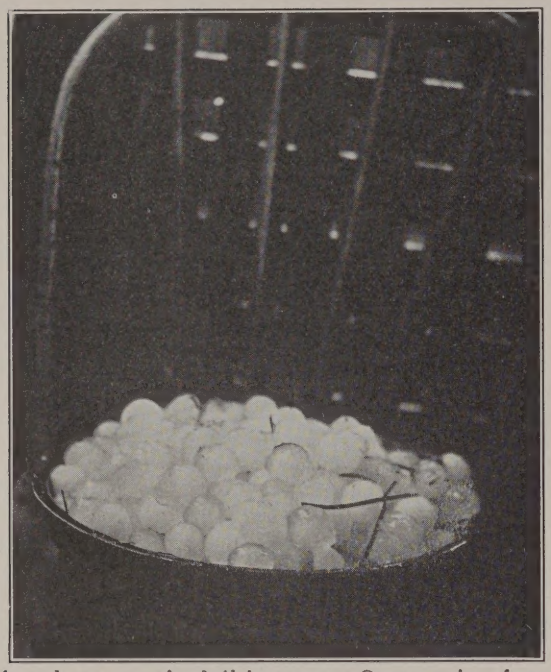
L. M. Pratt

We are glad to hear that Fred Reed's son, Fred Lawrence Reed, received the first honor prize in Mechanical Drawing at the Norwood High School. Fred, Jr., was presented with $10 in gold.

Ed Lincoln made a flying trip to Washington, D. C., not to get married, but to see the President and Lindbergh. When he arrived there he found thousands of others with the same



Administration Building, Tabor Academy, Marion, Mass., roofed by Griffin Brothers with 96 squares, Super-Twins Black



A good argument for hail insurance. Compare size of stones with chair rungs. Sent in by C. A. Glore, Centralia, Ill., folowing the storm

purpose, but Ed says, "Never mind, I saw them at church, anyway.

We extend our sincere sympathy to Mr. and Mrs. Sabina Perinola in the loss of their infant son.

Andrew Onichuck has purchased a house on Tremont street, and intends to go into the chicken business.

Dominic Cisternelli's face was wreathed in smiles recently, for he was presented with an 8-and-a-half pound baby girl.

Hilton Taggert has purchased a new Chevrolet coach.

Johnnie Mattson is our night mechanic now, as Paul Sansone is on days.

We might state that Stanley Yezwlewicz is definitely in the market for a car. Tell your salesmen friends.

John Gleason is officiating as day machine mechanic.

Frank Mori, our versatile yard guardian, is quite busy these days, what with fixing up the lawns and yards in true Mori fashion on one hand and fishing for hornpout in the newly clarified waters of the Neponset River on the other. Frank has already caught three large hornpout, and is looking for more.

Tony Lacivita has returned to work and is now acting as assistant in FBSM. Everybody is mighty glad to see you at work again, Tony.

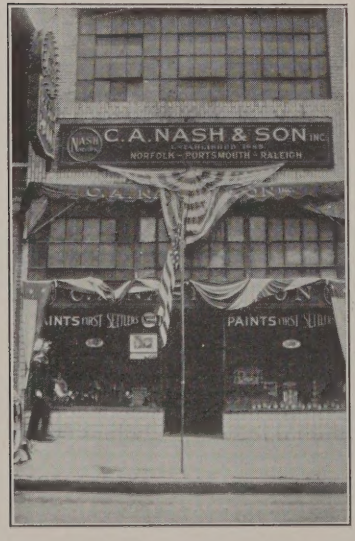
Pompey Placito has sailed for Italy to see his wife, who is very sick there.

Eddie Hiller of FB is enjoying his vacation touring the country in his car, and resting on the shores of Foxboro Lakes.

Our Machine Tender, Pat Reardon, recently made extensive additions to his home on Pleasant Street, and it now attracts the eye as one of the most homelike looking places in this section.

James Porchinsky has returned from his vacation. He spent most of it putting Bird's Neponset Shingles on one of his houses.

James Marcus is away on his service vacation. His destination was given as Dover Street, Boston, near the waters of Old Fort Point Channel.



Headquarters store and office building of Nash-Norfolk

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

Dick Floyd was out at the office for a few hours when he was here for the Roofing Association meeting.

No. 2 Machine had a non-stop run on May 20th and another on May 23rd, and No. 1 Machine had one on the 24th and one on the 25th.

R. D. Peterson, Southern Sales Manager, spent a couple of days in the office recently.

No. 2 Machine had a non-stop run on May 27th and both machines on May 31st.

Mr. R. J. Wilson of the Certified Roofing Co., Houston, Texas, was a recent visitor.

Mr. S. G. Peterson of S. G. Peterson & Son, Duluth, Minn., was also in to see us.

Harry Jansen, our Coating man on No. 1 Machine, surprised his friends and relatives with the announcement of his marriage recently, the event having taken place on March 30.

E. H. Jansen, No. 1 Machine foreman, and E. Grosscup, our inspector, are taking their vacations this week. Howard Hanna just started on his, and Lavina Moore just returned from a two weeks' vacation. Mrs. Andries is just starting the second week of her holiday.

Chicago Mill and Office is now using the same system for handling the tennis tournament as that used at East Walpole and it seems to be working out very satisfactorily.

We were all glad to see A. M. Anderson when he paid us a short visit recently.

Joe Miller of Milwaukee was in to talk business and incidentally to see a good ball game.

J. E. Moore of Joseph Binford & Son, Crawfordsville, Ind., came up to look the plant over.

Bert Westerhoff is now running the multigraph machine in the printing and advertising room, and W. Irvin is taking care of the new Multi-Color machine.

No. 2 Machine had a non-stop run on June 10th, making a record for consecutive non-stop runs.

Wesley Lance is sporting a new crop of freckles. Wesley says he is for bigger and better freckles.

W. W. Wilson recently spent a few days with R. Little in Louisville.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

Paavo Jarvi has been seen flivvering in a new Tudor.

Stuart Ferris has returned from a vacation "down Maine."

Pat Sylvester, FFR, sports a new Chev coach.

Hubert Smith now has a Moon sedan to tour in, and says it is smoother then the smoothest Chevvie ever made.

We are unavoidably late, but we do wish to offer our congratulations to Mr. and Mrs. Elmer M. Noddin, and wish them a long and happy life.

FF now has a wandering mascot cat. Where he gets the most food, there he makes his home.

Frank Solan is out of the hospital after his operation, and came around to give the boys the glad hand. We expect to see him back to work soon.

Hugo Salamaa went to New York on his vacation and looked them all over.

We are glad to welcome J. W. Powers from the shipping department of the New Box Shop to department FFC.

Norman Kincaid is a new worker in FFP.

Tom Durkins is the proud father of a baby boy born during the month. Tom took two weeks' vacation to celebrate.

Niles Madison has been transferred to FFN.

James Sheptycki met with a painful accident early in the month when a paint roll fell on his foot. He will be unable to report for work for at least two months.

Michael McCoglan is just as much the proud father of a baby boy as he was on May 26, which was too late for the last *Review*. Congratulations Michael.

To Dan Morrison, FFP, goes the plugged nickel for wearing the first straw hat of the season.

Judging from the way Ed Schaier, FF messenger, blows his siren when nearing his stops, his greatest ambition is to be a fire chief.

James Garner, FFB, is painting the back part of his Essex. If the work lines up to his expectations he will complete the job. If not, however, it will not matter because as Jim says, "The tin was beginning to show through anyway."

Richard Seavey has forsaken his Ford sedan for a Nash sedan.

Mathew Fyfe is another proud daddy who gets our belated congratulations. His was a girl, born May 25.

Chicago Office

B. I. Hindmarsh *Lillian Moe*

On Thursday, June 16, the Chicago Floor Covering office had their annual outing, in the form of a beach party.

Late in the afternoon, all the office Birds motored out to the Dunes Park, Miller, Indiana. The troup arrived without any serious accidents, although someone said Frank Smith was caught in a traffic jam in Chicago and delayed a little.

The basket lunch we took with us went over big and everyone enjoyed it immensely, in spite of the fact that it was well sprinkled with sand, due to the grand rush when the stampede broke loose.

We didn't anticipate a bathing beauty contest, but some of the fairer sex donned their bathing suits and took a dip just before supper. The water was a little cold, and I guess we have to hand it to them for their nerve.

While Wallie Moore and F. P. Smith made the coffee, some of the girls got busy and fixed up a table on the sand. While this heavy work was going on, the rest of the crowd started an indoor game, which has been a sad subject ever since, due to stiff backs, etc., although at the time, everyone gloried in it. W. K. Smith proved to be one of the stars of the team, although he was fairly well backed up by some of the Junior players, namely: R. W. Westcott, B. I. Hindmarsh, W. H. Lankin and several others. After supper, the girls put over a little sprint. The prize was a 2-pound box of candy, donated by W. K. Smith, and won by Gladys Kamin. Stunts were arranged beforehand, and everyone joined in the spirit of the party. All in all, we had a very musical crowd, and to the tune of two ukuleles, all the Birds were chirping merrily. Miss Biegalski, a newcomer in the Billing Department, was among those present and had a good time. She said so herself. Bill Lankin had a good time, too, due greatly to the fact that he had with him one Miss Casey. It's a sure case, there's no getting around that, and by the time we are reading this account in the next *Review*, we will all have formed a line on the right and congratulated Bill, as Miss Casey will then be Mrs. Lankin.

After all the stunts were finished and we sang a few more songs, most of the party meandered over to the Gay Mill for a few dances. This is a very attractive place, and nothing could have been nicer as a topping climax for the beach party.

The trip home, along the highways was sublime. All reported on deck in the morning in good spirits, although Bert Hindmarsh and his party might have had to walkpart of the way home but for a lucky break. His car ran out of gas within just a few blocks of a Service Station. He assured us that in the future he would have his car equipped with roller skates.

There is a No. 780 rug tacked on to one of the trucks that delivers our goods. This was overheard the other day, when the truck was passing a couple of women. They looked at it and one said to the other, "Oh! there goes my kitchen."

A home 30 feet from this fire was saved by Art-Craft on the roof

Antonio Antonelli of FF, all set for a fire. Tony believes in preparedness

Card of Thanks

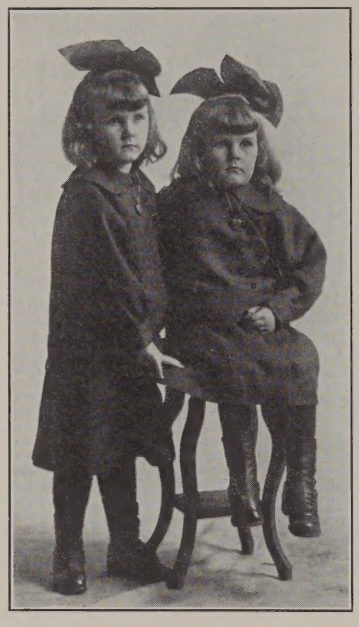
We wish to thank sincerely all the friends who so kindly remembered us in our recent bereavement.

John and Martin Foley.

For Sale

Ten-room, two-family house, with store, at 994 East Street, Walpole. Inquire at Labor Bureau.

WHOZ IT?



The Chicago Roofing folks should guess these without clues, after a bit of puzzling.

LAST month's "whozit" was Ed Geraghty, night watchman at the Building and Roofing plant, and a very active member of the Mutual Benefit investigating committee. Many Bird & Son workers, laid up in bed, have in truth looked up at him when he came to see how they were getting along.

This month we go out to Chicago. The two girls will probably be fairly easy for the Chicago Mill and Office crowd, but we'll have one sometime that won't be so easy.

No prizes this month—just try and guess 'em.

The "Kodak Kontest" Is On!

THE "ask me another" craze, with its attendant multitude of questions has given way to the indoor and outdoor sport of asking a single question—"When and where are you going on your vacation?"

Whenever and wherever you are going, or even if you are staying right at home—arm yourself with a camera, for the annual Vacation Picture Contest is hereby declared under way.

In past Contests the judges have had considerable difficulty in picking the winners out of many good pictures which were of different types. To avoid this, and to give everyone more of a chance than before, this year's pictures will be divided into seven groups, and prizes of $2.50 first, and $1 second given in each group.

In addition, a special extra award of $5 will be made to the person submitting the best photograph of all.

Here are the groups, or classes: 1. Camping views. 2. Groups—children, etc. 3. Water scenes—lakes, streams, ocean. 4. Landscapes—mountains, valleys, etc. 5. Still life—fish, flowers, trees, etc. 6. "At home" pictures—Norwood, East Walpole, etc., and vicinity. 7. Miscellaneous—"funny" scenes, etc.

The rules are simple. 1. Pictures must be taken by a Bird & Son worker, still employed by them at the close of the contest, September 15. 2. All pictures must be marked with the name of person who took it, and you must give a full description of the snap. 3. Send in as many pictures as you wish, in any and all classes.

The Contest opens July 1, and closes September 15. Pictures may be submitted at any time. To avoid confusion, be sure to mark your photos, "For Contest."

Last year more than 30 people submitted snapshots. Let's make it at least 50 this year. Some one will win $7.50, 6 others will get $2.50, and 7 more, $1. There will be a number of honorable mentions, also. Prize-winning pictures to be published in the October *Review*.

Veterans' Service List

The following list contains the names of those who complete five, ten, fifteen or twenty years' service this month, together with those whose service record equals more than twenty years during July:

			Yrs.
Charles S. Bird	7– –1877		50
James Geary	7– 9–1883	Paper Mill	44
Elmer Bartlett	7–25–1885	Main Office	42
Thomas Graney	7– 8–1890	Maintenance	37
Martin King	7–14–1892	Maintenance	35
James Hammond	7–14–1894	Paper Mill	33
W. F. Geary	7– 1–1896	Finishing Mill	31
Eric Anderson	7– 2–1898	Maintenance	29
Andrew Mannimon	7–28–1898	Building & Roofing	29
James Hadden	7– 1–1903	Maintenance	24
H. B. Fuller	7– 1–1905	Sales (Box)	22
Sam Graves	7–16–1906	Janitor	21
Chester H. Andrews	7–10–1907	Sales	20
A. H. Russell	7–27–1907	Purchasing	20
Patrick Graney	7–22–1912	Box Shop	15
William E. Harper	7–30–1912	Power & Steam	15
Paul Sansone	7–2–1917	Building & Roofing	10
Tony Simkus	7–23–1917	Box Shop	10
Andrew O'Malley	7–24–1917	Power & Steam	10
William C. Maxwell	7– 1–1922	Office	5
Milton R. Beasley	7– 5–1922	Bldg. & Rfg. Lab.	5
Herbert A. Schaier	7– 5–1922	Stores	5
Mike Kozloski	7– 7–1922	Paper Mill	5
Patrick Sullivan	7– 7–1922	Maintenance	5
Malti Cucciado	7–12–1922	Building & Roofing	5
James F. Stanton	7–17–1922	Office	5
G. B. Sodergren	7–18–1922	Floor Covering	5
Ada Coughlin	7–21–1922	Box Shop	5
Daniel Kady	7–22–1922	Building & Roofing	5
Ruth Koch	7–24–1922	Office	5
Stephen Zinkowsky	7–25–1922	Building & Roofing	5
CHICAGO			
Nicholas Ahrens	7– 6–1922		5
Conrad Enberg	7–10–1922		5
Benjamin Gasparro	7–17–1922		5

BIRD & SON ATHLETICS IN FULL SWING

Bird Team Leads League

THE BIRD & SON BASEBALL TEAM has sure started out for that pennant! To date (June 23) they have played seven games—and have won all of them.

The last five games were featured by all kinds of first-rate baseball. In the game with Winslow, which Bird's won, 8 to 6, White and Coughlan did yeoman's duty with their willows.

The fourth inning of the game with Lewis brought forth a stellar play. Cox, Lewis runner, was on second. Drummey, the catcher, whacked a left field ball high over 3rd base. Vietze covered it on the bounce, whipped it to Devinney, who relayed it to home, catching Cox by a yard—the prettiest put-out seen in this league for many a day.

The Car Shop contest was featured by three home runs, by Laskey of the Car Shop team, and Fitzgerald and Murphy of Bird's.

A total of 21 hits were whacked to all parts of the field in the game with Berwick & Smith. There were four two-baggers, and Fred Duncan cracked a homer with two down. It was a hair raising, see-saw contest, with the score doing flip-flops in favor of first one team, then the other, almost every inning.

While the standing is not available just now, it is as certain as death and taxes that Bird & Son is at the top of the Industrial League. The attendance at the games has been good, but could be better.

The New Haven Car Shop team has taken the place of Fleming, and Berwick & Smith has been strengthened by some of the Fleming players.

The Bird team has been strengthened materially also by the return of several players. Fred Duncan, outfielder, came back with a bang, and hit a home run in his first game. Bob Graney, who won the cup presented at the Walpole High School to the student doing the most for the School in athletics, is back in the infield.

The pitching staff was braced, too, by the welcome return of Ernie Malloy, now in his third year with the team. Ernest Oakes has been added to the receivers, and will relieve Fitzgerald behind the bat occasionally.

We've saved it 'till last, but this story wouldn't be complete without a "hat's off" to Dave Bowles, old-timer extraordinary, for his achievement of a no-hit no-run game against Plimpton. Good boy, Davey!

The boys will need your backing more than ever in future games, for the other teams are all out for blood. Help keep the Bird team at the top. Come out to the games. You'll see ace-high baseball.

Tournament is Going Strong

THE local singles tournament is well under way, with fast matches being played nightly at the Walcott avenue courts. Forty-two players are taking part, in five full groups of eight, and an odd one of two.

The groups change rapidly, as players shift back and forth, come from behind to forge to the front or, unfortunately, are pushed back towards the last group by those on their upward climb.

Great interest is being shown in the tournamnet by both players and spectators alike. With six more weeks to play it is impossible at this time to make any prophecies as to the outcome. But certain it is that the final eight players in Group A will have been through a few battles by the time play ends on August 15.

At that time, those in the various groups will play between themselves to decide the champion in each group.

The committee met during the month and made the suggestion to the players that they play a match with some one else, before rechallenging a man who has just defeated them. By following this suggestion players will "mix it up" more, and avoid several successive matches with the same opponent.

Tournament players and all others interested can learn the standings at any time by referring to the boards hung at the courts, in the Main Mill Brigade Room, and in Al Smith's office.

A recent inspection of the new courts in Francis William Park indicates that at least two courts will be open for play within a week or so, with the other two available shortly afterward. Two of the courts will be for the exclusive use of juniors, and the other two will be open for the public. This will leave the Walcott avenue courts free for those playing in the tournament.

Following is the standing in the first two groups as of June 23:

Group A—John Saulen, Frank Clem, Carroll Smith, Maurice Tarr, Robert Garner, Ben Rogers, Edgar Tarr, Frank Vietze.

Group B—Tom Wright, Robert Turner, Gerald Sheehan, Russell Jenkins, Richard Winn, Kenneth Chase, Donald Chase, Ralph Kemp.

GRAND OPENING
NEW BASEBALL PARK!
(Near FX1)
Ball Game and Entertainment
Saturday, July 16
SAVE THE DATE
Further Details Follow

BIRD'S

NEPONSET REVIEW

Vol. XV. JULY 1927 No. 7

Published Monthly by the Employees of Bird & Son, inc.

MILLS: East Walpole and Norwood, Mass.; Phillipsdale, R. I.; Chicago, Ill.

SALES OFFICES: East Walpole; New York; Chicago; Minneapolis; Columbus; San Francisco.

Advisory Board

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S. B. Montgomery B. D. Rogers

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Staff Artist J. E. Alcott

Circulation Manager A. S. Blaney

Printing Foreman, F. R. Meyer

Fifty Years of Service

WE recently asked an Old Timer his strongest impression of Mr. Bird and his activity during the earlier days of the business.

And the Old Timer replied, "He was building, always building."

During his fifty years of service with the company bearing his name, Charles Sumner Bird has never, nor has he now, ceased to build.

We do not know for sure, of course, but it must have been that fifty years ago, Charles S. Bird was a young man with a vision. He could not have seen the business as it is today, but he must have pictured growth and improvement on a large scale.

He has pursued a sane business course. The earnings of the business have been put back into the concern in enlargement and improvement.

Bird & Son has shown a steady growth. It has not skyrocketed to its present size overnight. Neither has it been forced to retract during periods of outside business depression.

In the narrow sense, he is a business man, a manufacturer.

But in the larger view he is something more than that. He has created from a small beginning a great industry. Under his influence there has developed a body of fellow-workers improved in every way through their connection with the company. He has provided employment for a large community, and he has made that community, in every way, a better place in which to live.

On his fiftieth anniversary with the company, the workers of Bird & Son, inc., pause, to pay tribute to Charles Sumner Bird, builder.

The President Awaits—

THOSE of you who sat with ears glued to headphones or loud-speakers during the recent world's greatest broadcast, may recall the following:

At the foot of the Washington monument a vast crowd was assembled. Officials and dignitaries of many countries were there. The Army and the Navy were represented by officers and men. Flags flew. On a stand in front of the monument were gathered the President of the United States, his Cabinet, the Supreme Court and many others of exalted rank.

All this was described for you by the announcer. As a background, an undertone for his broadcast, was the hum of the crowd, the music of the country's best bands. Suddenly the hum increased, those on the stand—the high officials of a great country—arose and turned towards the back of the platform A deafening roar went up.

And above it, in exultant tones came the voice of Graham MacNamee, crying—

"The President awaits Mr. Lindbergh!"

The world awaits such men!

It is not given to most of us to equal Lindbergh's feat. In the humdrum of our daily existence such an accomplishment excites our wonderment, our admiration, our affection—and then leaves us feeling, well, rather unnecessary. We cannot all fly alone to Paris.

But we can all take a leaf from Lindbergh's book of life. Viewing his accomplishment in a rather cold-blooded manner, we find this:

Previous to his flight he spent long hours learning all he could about flying; he was not content to be able merely to manage a plane, he must go far deeper than that; he lived a normal life; he neither drinks nor smokes, but he is no mealy-mouthed goody-boy; he decided at one time that he wished to fly to Paris; he obtained his backing, his plane, and flew to New York; there, after proper study and preparation, he started his flight in a very much matter of fact manner; he arrived in Paris, and the rest is history.

That's the unadorned story of a world's hero, and a great accomplishment.

We cannot all be heroes. But we can all accomplish. A thorough, never-ending study of our particular job; a moderate, normal life; the setting of a definite goal, and the driving through to that goal regardless of obstacles will earn for us the respect—and the reward, of our fellow-men.

There is always room at the top for those who, in their own station in life, do their job without making any fuss about it; and who, upon arriving at the top, conduct themselves with becoming modesty.

The world awaits such men.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Super Twins Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated
Refrigerator Insulating

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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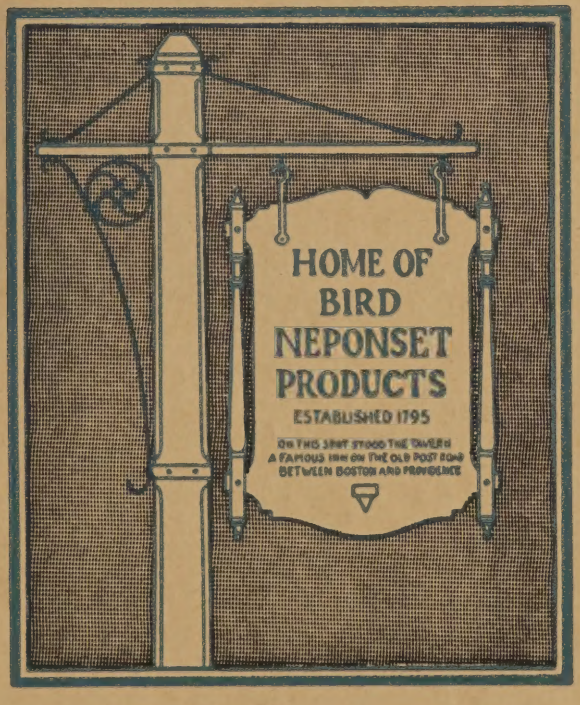
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



VOL. XV NO. 8 AUGUST 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Minneapolis, Columbus

Warehouses
Chicago, Baltimore, Everett, Mass., Brockton, Mass., Minneapolis

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Officers and Directors

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Sec. and Treas., HERBERT H. MILLER

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Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales Division
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Special Paper Sales Division
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Branch Offices
Boston, New York, Chicago, San Francisco

Warehouses
Chicago, St. Paul, Dallas, Detroit, Houston, Indianapolis, St. Louis, Kansas City, Grand Rapids, San Francisco, Brooklyn, Cincinnati, Richmond, Baltimore, Pittsburgh, Camden, Milwaukee, Memphis.

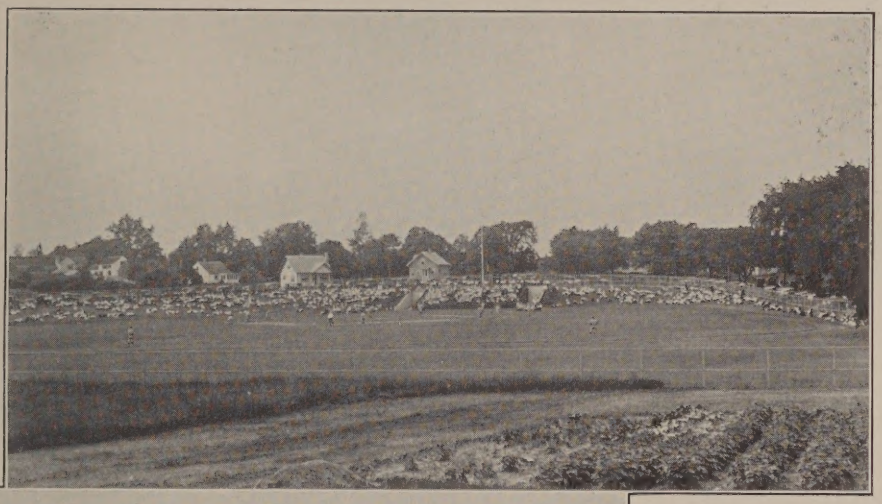
Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

Vol. XV August 1927 No. 8

Over 1000 Attend Opening of Athletic Field

A goodly crowd of well over a thousand people attended the dedicatory game of the new Athletic Field, East and June streets, East Walball park. Judging from comments heard, it was the unanimous opinion of those in attendance that the new field is the equal of any other any-



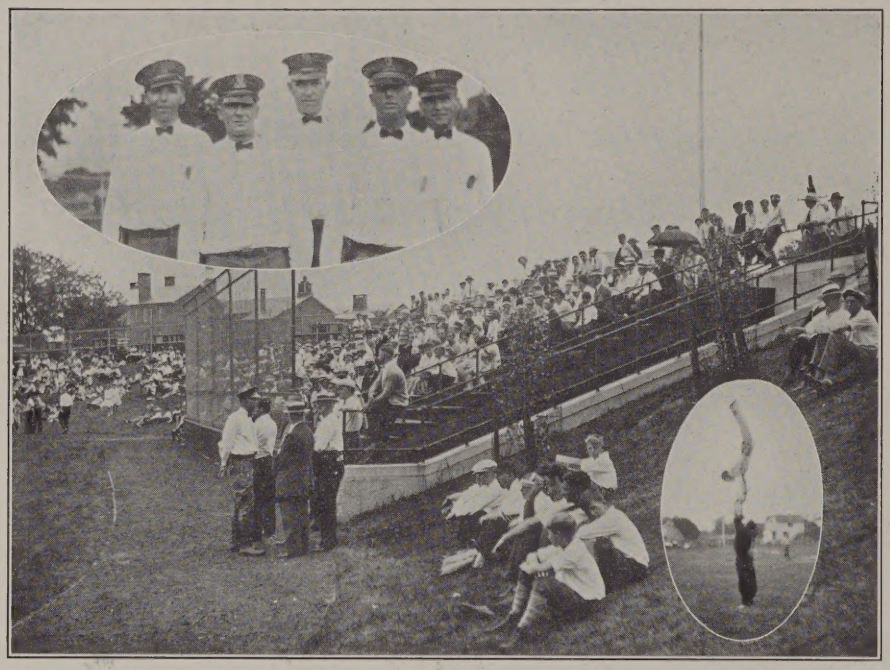
Looking back across the field from beyond the fence, at the opening of the field, July 16.

Looking from in back of the grand stand, new Athletic Field. Clowns up, Bird in the field, Malloy pitching.

pole, Saturday, July 16. Although the Bird team was defeated by the visitors, the New England Clowns, by a score of 6–2, the opening was in every way satisfactory.

As early as 2.15 the crowd began to filter in through the entrances, to look over the 6-acre where. Certainly no finer site could have been selected.

On two sides of the field are gently sloping bankings, making a comfortable place for hundreds to sit and enjoy the game, with plenty of room to move around. A grand-stand seating four hun-



A part of the crowd in the grand-stand. Top insert, the "arms of the law"; bottom insert, the clowns doing their stuff.

dred has been erected in back of home plate.

From the grand stand the field spreads out into a beautifully level diamond and infield, and stretches far out to left, right and center field.

Work on the field started on May 20, 1926. Two steam shovels and ten teams were put to work, and together they moved over 35,000 yards of material, in the work of levelling the grounds, not counting the many loads of loam that were brought in from outside.

This work has resulted in a first-class playing surface that will be even better next season, following a summer, fall and spring of careful rolling and other attentions at the hands of the permanent groundskeeper.

To come back to the equipment. Beneath the grandstand there are comfortable accommodations for two teams, with benches, clothes hooks, running water, etc. Showers have not been provided, since it is only a short distance to Francis William Park, where showers and the pool itself are available after any game.

The main entrance is in the rear of the grandstand, and is marked by a sign modelled after the one in front of the Labor Bureau.

In addition to all the advantages for players and spectators inside the field, the location of the park offers extremely convenient access to the field from any direction. There are entrances directly from three streets, and more than half of the field is bounded by roadway and open territory, providing ample parking space for several hundred cars. June street, a first-class macadamized roadway, connects the field directly with Francis William Park.

The Athletic Field is under the same management as is Francis William Park, and as such is, of course, subject to certain restrictions. The Field will not be open at all hours, but is available at any time to any Walpole team wishing to use it to play either local or outside teams. The Bird & and Son team will have first choice of dates. After that any Walpole team may obtain the field, with no charge whatsoever, upon application to C. O. Littlefield.

Surely players and spectators alike, both present and future, young and old, will give their heartfelt thanks for this new project, "Constructed for the Boys of Walpole by Charles Sumner Bird."

New Swimming Pool Is Opened

WALPOLE'S park and recreation facilities were materially increased last month, with the opening of the new Municipal Swimming Pool in Memorial Park. This pool is the gift of Philip R. Allen to the town.

The pool is of cement and is 100 feet long by 40 feet wide. At one end it is $10\frac{1}{2}$ feet deep and at the other $2\frac{1}{2}$ feet. Town water is used and is changed almost continuously. The pool contains approximately 150,000 gallons. There are separate up-to-date locker rooms, shower baths and toilet facilities for men and women.

The pool is open to all, with certain hours for the various ages and classes of swimmers.

Mr. Allen's generosity will bear fruit in the benefits that will be derived from the pool by the citizens of Walpole, both young and old.

BIRD & SON NINE "HITTING ON ALL SIX"

The Bird & Son Baseball Team. Back row, left to right: "Miller" Higgins, 2d; Fred Duncan, lf; Miah Coughlin, 1st; Dave Bowles, p; Bill Murphy, cf; Al Deviney, p; Ernie Malloy, p. Front row: "Bullet" White, 3rd; Julian Smith, p; Fred Vietze, rf; "Tap" Geary, Mgr; Bill Fitzgerald, c; Charlie Rafuse, utility; "Irish" Oakes, utility; Bob Graney, ss; Bill Sline, mascot.

THE BIRD & SON BALL TEAM is going strong in the Industrial League, and is now looking for outside teams to conquer.

In Bird versus Winslow, the Bird team dropped their first game by a 4–3 score. Murphy and Malloy each cracked a two-bagger, with the whole team outhitting their opponents—though not enough to win.

The Car Shop team was defeated 6–3 in the next game. White hit a two-bagger.

Curity won the next contest, 4–3. Deviney struck out seven men, and Bodner, nine. Generally speaking, it was an airtight game, although Bird scored all their runs in one inning.

A "patched-up" Plimpton team fell 16–1 before the onslaught of Bird bats. There were seven passes by the Plimpton pitcher, two-baggers by Oakes (2), Martin, and White, a three-bagger by Malloy, and a homer by Charlie Rafuse, this last scoring two additional runs. Malloy struck out 6 men.

Bird again played Curity in the next game, with Deviney pitching, and getting revenge, 5–2. Murphy hit a home-run with one on. Coughlin hit a two-bagger, and White stole home in the fifth. Bird got eight hits to Curity's five.

The game with Joe Gilmore's New England Clowns got off to a shaky start on the part of the Bird team, with the visitors scoring 6 runs in the first two innings. The remainder of the game showed as good ball as has been seen this year. Bird made two double plays, one of them by Coughlin, unassisted, and the Clowns made one.

But the high spot of the game came when Fitzgerald, after sending two fouls over the left field fence, slammed what looked like a sure homer deep center field. Day of the Clowns raced madly after it, and exerting himself to the utmost, picked the ball literally from the top of the fence, to the accompaniment of a roar of applause.

The next league contest, between Bird and Curity was forfeited to the latter team in the fifth inning of a crackerjack game, when a dispute arose over a ball hit near the left field foul line, where fair booths were under construction, and a load of lumber had been dumped. Manager Geary withdrew his team, and the umpire declared the game forfeited to Curity, 9–0.

GROWING FACILITIES FOR LOCAL SPORT ENTHUSIASTS

New Courts in Park Ready Tournament Nearing Close

WHAT between the new Athletic Field, new tennis courts, the new form of tournament and a crackerjack ball team, players and fans in both games are certainly well provided for.

With only two weeks to go, as you read this, play in the tennis tournament is fast and furious as the contenders battle for places in Group A. Even at this date it cannot be said with any certainty who will finish in any of the groups.

But when the tournament does close, on August 15, those in the high groups will certainly have earned their places. Nor will they stop there, for immediately following the close of the tournament itself, there will be a play-off among the members of each group to determine the champion in each group.

Results of the tournament will appear on the bulletin boards and in the next *Review*. Results of the play-offs will also be posted on the boards, and will appear in either the September or October *Review*.

Four of the new courts in Francis William Park are now completed and in use. Two additional courts are being held in readiness, and will also be completed this season if the demand seems to warrant.

The six courts are divided into groups of two, with separate gates for each group. The two center courts will be for the exclusive use of Junior players, while the two end courts, now ready, will be open to the general adult public. These courts will be open every evening after 5 o'clock and can be used by grown-ups at any other time upon application to the caretaker of the Park. Regulations for the two unfinished courts will be made when they are completed, and as the demand seems to warrant.

The Walcott avenue courts will in the future be restricted to members of the Tennis Club only, thus providing places for three games at once, and making the handling of tournaments and regular play much more efficient.

A doubles tournament has been started, full particulars of which will appear in the next issue.

Following is the standing of the first two groups in the singles tournament, as of July 25:

Group A: Kenneth Chase, Frank Reynolds, Carroll Smith, Maurice J. Tarr, Frank Vietze, Ben Rogers, Edgar Tarr, Frank Clem.

Group B: Ralph Kemp, Robert Turner, Gerald King, Russell Jenkins, Edwin C. Johnson, Rogers Weed, Donald Chase, John Saulen.

If wrinkles must be written upon our brows, let them not be written upon the heart. The spirit should never grow old. —James A. Garfield.

More Members Are Needed to Assure Golf Club for Walpole

WITH more than a hundred of the necessary 150 members signed up on the provisional pledge, prospects are bright at the present writing for the successful establishment of a golf club in Walpole, with the course located on the 75-acre Brummet farm, off East Street.

The standard 9-hole course usually contains about 3000 yards. According to the plans as laid out by E. F. Wogan, prominent golf architect, there will be ample room for such a course, and the length may be exceeded if thought desirable. The contour of the course will provide excellent long holes, and opportunities for troublesome short ones.

There is an excellent, well-drained surface, small inclines, wooded areas, the right soil for the right grass in the fairways—in short, just the right layout to give variety, and yet not interfere with play.

Few golf courses have such an ideal pond as will be available on this new course. A small part of it may be used as a water hazard, leaving the remainder available for swimming. The pond has natural sources, being fed by springs.

If the required number of members is secured, and the layout started this year, play is possible by May of next year. The principal work will be on the course itself, since there are several small buildings already available for locker rooms, and a tool house.

There will be no elaborate clubhouse erected, as the organizers of the club do not intend to make it a country club, but rather feature it as just a golf club for "regular fellows."

The proposed financial plan calls for an initial purchase of a share of stock, with full membership privileges for $100. Yearly dues thereafter will be $50. Other arrangements of rates may be made as follows: $55 for man and wife, $60 for family membership. Single women players will be given special consideration, with an initial membership cost of $50, and annual membership dues of $25.

The land is being bought under very favorable financial terms, and other public spirited citizens are helping with the necessary underwriting.

All that remains to be done is to secure the support of additional members. Memberships are open in Norwood and other surrounding towns, as well as in Walpole.

Every human mind is a great slumbering power until awakened by keen desire and by definite resolution to do.—Edgar F. Roberts.

THE ANNUAL VACATION PICTURE CONTEST IS ON!

RULES

1.
Pictures must be taken by a Bird & Son worker.

2.
All pictures must be marked with name of the taker and full description of the snap.

3.
Send in as many prints as you wish, in any and all classes.

4.
Contest closes Sept. 15. The photos may be submitted at any time.

Photo entered in the contest by Jim Garner, FFB

PRIZES

$2.50 1st in each class
$1.00 2nd in each class
$5.00 Special award, best picture of all

CLASSES

1. Camping scenes.
2. Groups, children, etc.
3. Water scenes—lakes streams, ocean.
4. Landscapes—mountains, valleys, etc.
5. Still life—fish, trees, flowers.
6. "At home" pictures —Norwood, E. Walpole, etc., and vicinity.
7. Miscellaneous, "Funny" scenes, etc.

Bird Boosters for 27 Years

BARBER AND ROSS, INC., Washington, D. C., are one of the oldest and largest hardware concerns in that locality. They were established in 1878 and have grown so that their business now embraces a completely equipped hardware department, structural steel shops and millwork and glass shops.

They handle many nationally advertised products and, through their manager, J. H. Johnson, Jr., are Bird Product boosters—and have been for 27 years.

We are sorry that we were unable to include Barber and Ross in the last number of the *Review*, which was the Building and Roofing Quarterly.

Miss Lawson Wins Car

ELIZABETH LAWSON of the New York office is now driving a brand new Star Six sport roadster, presented to her by W. C. Durant, after she won the Greater New York Star lucky number contest.

We have a newspaper clipping showing Miss Lawson at the wheel of her new steed, and wish we could reproduce it, but it can't be done, so we'll let it go, with our hearty congratulations.

Plenty of "Light On Subject" at Building and Roofing Now

THE moss-grown wise-crack about "light on the subject," is certainly well illustrated by the new systems installed at the Norwood Building and Roofing plant.

About 400 new individual lights, mostly Wheeler RLM Reflectors, have been installed throughout the FB1 building. The new drop lights make the building as light as day, while Hollophane lights, angle reflectors and the like, illuminate parts of the machine that heretofore were almost in darkness.

In the machine shop, practically every machine is equipped with Sampson access fixtures, which allow the light to be thrown from any desired angle, directly on the work in hand. Reel-lights in the storeroom off the machine shop, allow the light bulb to be taken inside any of the surrounding bins, the cord adjusting itself to any length wanted.

The FB1 installation work was done by outside contractors, with the FBE crew removing old wiring, etc., while the FBM and FBSM installations were the work of FBE men alone.

It's the "am" in "Fame" which makes the difference between "Fame" and "Failure," both of which begin and end the same.

BIRD & SON'S SALESMEN'S PAGE

TOO bad the Sales Page was left out last month, but there was no help for it, so let's go now, and get as much in as we can this issue.

We'll start with something from H. B. Lane, Floor Covering man in Ohio. H. B. always comes across with something good, and this is right up to standard:

I received a call recently to appear at a certain furniture store, there, with other competitive salesmen, to endeavor to sell my goods.

I was on the job and found all there. Every salesman was seated, and I had the pleasure of listening to the talk of every

Window display in Lochgelly, Scotland

competitor. I happened to be the last one, and when my turn arrived to talk, to *sell* the buyer, I asked him if he had understood every salesman's talk—the words he borrowed from the dictionary, or if he would prefer common words, as used by every retail salesman to sell a consumer on the floor.

He replied, "That's just what I want,—everyday talk."

It took me just 15 minutes, and I took his order down in my little Robinson Reminder—and a 240 rug order at that.

One competitive salesman remarked that he had always wondered why he had seen Neponset in the best class of stores in my territory, and that mystery has at last been solved.

Moral: Use less dictionary words and more everyday words.

Which, we'd say, was darn good dope, from one who knows whereof he speaks.

We are in receipt of a story from Galligan Brothers of New Bedford, Mass., which is a bit long just now, but which we will use sometime in the future, if space ever gets shy. Thank you for your interest, gentlemen!

Here's one from W. H. Bagley, out in Iowa. W. H. clipped this little item from the Chicago Tribune, and says, in explanation—"Iowa roads—there isn't any more":

"Cal has got to travel right across Iowa on his way to the Black Hills. Lindy isn't the only hero we've got in the U. S."

W. H. says that any man who travels across Iowa is a hero, including presidents and salesmen, of course.

The picture this month comes all the way from Scotland, and was sent in by out representatives in Glasgow, Economic Floor Coverings, Ltd. Their letter, in part, reads:

We enclose a photograph of a window display made by one of our customers, the Lochgelly Equitable Loan Company, Lochgelly. This customer at one time handled a competitive line, but recognizing that Neponset is a superior material, they dropped the other, and now confine themselves to Neponset, and we are pleased to state that they are meeting with great success.

Lochgelly is in the county of Fife, Scotland, and is in the center of the coal mining industry.

As this firm is such a Neponset enthusiast, we sincerely trust that you will be able to feature this. The firm has several branches.

We are mighty glad to use it, and extend our thanks and best wishes to Economic and to Lochgelly.

To close, we have a poem sent in by a Southern salesman. He says that these verses provided a good mental kick. He had talked with other salesmen who thought the territory was a poor one. He had been pretty well sold on the idea that his territory was unusually difficult.

After reading the poem he decided that perhaps there was something in it—that the trouble was not all with the territory. Says he:

"I picked out a town and I picked out a dealer. The dealer belonged to no one, as he did not carry roofing, yet he was financially sound, and would make a good one if helped to get started in the right way. The dealer said that it couldn't be done, that there was too much competition. But I was through with hard luck stories. Two local dealers thought they had the roofing game sewed up, but I sold half a car for my new dealer, and got him to take the other half. In just thirty days I had the second car from him, so 'It's all in the state of mind.'

And here's the poem:

IT'S ALL IN THE STATE OF MIND

'If you think you're beaten, you are,
If you think you dare not, you don't.
If you like to win, but think you can't,
It's almost a cinch you won't.
If you think you'll lose, you're lost,
For out in the world you find
Success begins with a fellow's will;
It's all in the state of mind.

Full many a race is lost
Ere ever a step is run;
And many a coward fails
Ere ever his work's begun.
Think big, and your deeds will grow;
Think small, and you fall behind;
Think that you can, and you will;
It's all in the state of mind.

If you think you're outclassed, you are;
You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize.
Life's battles don't always go
To the stronger or faster man,
But soon or late the man who wins
Is the fellow who thinks he can.' "

Suggestions

THE number of suggestions submitted and accepted took a sharp drop as the contestants in the 1927 contest rounded the half-way mark, as shown by returns from the July meeting of the Committee.

Look over this month's ideas. All of them good, yet all comparatively simple—things that almost anyone could think of. Yet only a few, comparatively, do think of them—and collect the $5 for each one accepted.

Arthur Spinks of FFV, with 6 to his credit is holding the lead in the race for the Grand Prize for most suggestions accepted, but is being hard pressed by Clifford Banks of Phillipsdale and Walter Hanson of FFP each with 5.

Herman Lauble FXC, and Frank Reed DPH, each have four accepted ideas to their credit, while John Connolly FFV, H. G. Morgan FFR, E. C. Rafuse SM, and John White FBM all have 3 in their favor.

Send in your ideas now. There is *always* room for improvement in machinery or methods, *everywhere* in the plants and offices.

The following suggestions were accepted at the July meeting:

Suggestions

"Defy Water and Wear" on all FF labels	Peter Alexander, FFV
Lengthen holders on sticker boxes	Clifford Banks, DPP
Method of packing floor covering	John Connolly, FFV
Light truck for cams	Walter Hanson, FFP
Steel casting for limit switch on crane	Carl Johnson, FFM
Guides between pull rolls on FXCM1	Herman W. Lauble, FXC
Adjustable slitters on FXCM1	Herman W. Lauble, FXC
Indicator on front side of FXCM1	Herman W. Lauble, FXC
Move pipe to give more oven space	John Malacaria, FFP
Increase glue wheel speed on 'H" machines	D. H. Regan, Sr., EMM
Use ratchet style crank at FFN well	Ira M. Treen, FFY
Connect SM and FX3 with telephone	J. S. Walker, EMT

STATION N. C. U. BROADCASTING

Another of the letters from your fellow workers:

"Just a few lines to you showing how much I enjoy belonging to the Neponset Credit Union. It certainly has helped me a whole lot to buy things that I enjoy, which I would not have had if I had to draw from my bank book. I have also used my Credit Union Savings to pay Hospital and Doctor bills.

It is the easiest way to save money I know of, and it would be a fine thing if all the Bird & Son employees could save money in this same manner."

NEPONSET CREDIT UNION

The Whip-Poor-Will

Here we have the Whip-Poor-Will
Who does the work of ten,
And runs the Western Roofing Sales
Out where men are men.

He earned his name upon the links,
Where he often goes to play,
And he really has a pleasant time
In his own simple way.

Day by day in every way
He notes the growing sales,
As happy as a little dog
With a pair of little tails.

"Now here's the thing, gol ding it,"
Is his favorite battle cry,
As he gets things done and on the run
Or knows the reason why.

And when the fight is thickest
And the pace begins to kill,
You may be sure that he'll endure,
And they'll never whip poor will.

Jerry, the Office Cat.

Youth envies the mature man with his fortune; the mature man envies youth with its opportunity.

A BETTER 1927 ACCIDENT RECORD DEPENDS UPON EVERY WORKER WORKING SAFELY EVERY DAY

The "How" of it

HOW can accidents be reduced? This question, asked by many who are interested in Safety at least to the point of wanting to know what it's all about, and why the company makes such a fuss over it, is a fair one.

And the answer is, by individual effort on the part of every worker. If every Bird & Son employee saw to it that he worked safely every day, there would be mighty few accidents in the course of a year.

Bird & Son, as a company, is trying to reduce accidents. It is preaching Safety—and practicing it too. Too many fellow-workers are content to let it go at that—to let the company do all the worrying and all the working that goes with accident reduction.

These same fellow-workers, many of them, are the chaps who say "Safety's the bunk,"—"Our department always has a poor record, and always will," "You can't stop accidents,"—and all the rest of it.

Individual effort on the part of every single Bird & Son employee will do more to reduce accidents than all the posters, bulletins, meetings, talks, *Review* articles, inspections, reports and all the rest of it put together.

Make Safety a part of your job, today and every day!

Then watch the accident record take a tumble!

Others Do It—Why Not You?

WHILE the six months' Safety record for January–June, 1927, was nothing to stand up and crow about, there are a number of departments with excellent records, that deserve recognition.

No. 1 Machine at the Roofing Plant, for instance, surely a hazardous place to work, has gone nearly a year without an accident, and should it maintain this record until August 1, will have completed a full calendar year without a lost-time accident.

Many of the following departments have gone nearly a year without a lost-timer, and all, as shown by the Hospital records, have gone without a single accident, compensable, or lost-time, since January 1 of this year:

At East Walpole—DFB, DFW, DMF, DMJ, DMW, DMZ; FXN, FXW, DVX1, FXT; FXP, DVX2; EME, EML. At Building and Roofing—FBB, FBE, FBG, FBH, FBL, FBQ, FBR, FBT, FBZ. At Floor Covering—FFB, FFC, FFQ, FFS, FFZ.

Many of these departments are just as hazardous as those in which the Safety record is far from perfect. A perfect record for a department almost always means that the foremen and workers in that department are right on the job every minute, trying to keep accidents down—and they do keep 'em down. You'll have to admit that.

Help improve your department's Safety record!

East Walpole Safety Committee—Back row, left to right: Constanti Geigol, Louis Martin, Herb Badger, Arthur Colburn, Jesse King, John Burke. Front row: Frank Fisher, Safety Inspector, John Maitland, Steve Smith, chairman, Ralph Wilkins, Joe Campaignio, Ralph Farris.

THESE MEN ARE
EVER VIGILANT FOR

Unsafe Conditions
Unsafe Practices

Your Safety
through
Safety Methods

THE SIGN of
VIGILANCE

The Phillipsdale Safety Committee. Back row, left to right: Rex Salisbury, chairman, Joe Airla, Ed Swetlowich, Tom O'Holleran. Front row: Sephino Martians, Joe DeCosta, Joe Perry, Fred Rogers. Absent: Lloyd Allen, clerk, and Manuel Costa.

Building and Roofing safety Committee—Back row, left to right: L. M. Pratt, Gus Mauritz, John Olsson, Pierino Palazzi. Front row: John Coroski, Bill McLauchlan, Helmer Ecklund. Absent: Eli Chamberlain, Harold Miller, Tom DePlagiata.

GIVE THEM YOUR HELP
BY TELLING THEM

Of Unsafe Conditions and Practices

Ways and Means of
Reducing Accidents

And By

Working Safely Yourself

Floor Covering Safety Committee—Left to right: R. M. Wight, chairman, Bernard Bailey, Leo Bernier, Charles Bean, Ralph Nutter, Norman McInnis, W. P. Walker, Sam Steele, Bill Wosner, Arthur Spinks. Absent.

And the "Why" of It

WHY work safely?

Well, that's not quite such a dumb question as it might seem. Many of us seem to feel that if we're going to get hurt, we're going to get hurt, and that's all there is to it. Or we think of a week or two off from work, lying around in bed, taking life easy—not so bad to get hurt, after all. Mebbe there's something in that attitude. Is there?

How about the "if we're going to, we're going to" part. H'm, let's see. Now, you'll admit that some day you're going to die. Not a very pleasant thought, but still, you must admit that if we're going to die, we're going to die, and that's all there is to it. Not much we can do about it to be sure—yet we do as much as we can to keep the old guy with the scythe and the hour glass away from us. In other words, we don't drink poison with our coffee, nor hammer a nail with a stick of dynamite, nor anything like that. That would be foolish, of course. We might be killed.

Still, as we said before, if we're going to die sometime, why worry. Have a swig of cyanide! Sock it with the dynamite!

Crazy? Of course it's crazy. But no less so than the argument of the chap who takes unnecessary chances all the time because—if he's going to get hurt—and all the rest of it.

How about the other argument—that a week or so in the hospital or in bed at home wouldn't be so bad? Well, we'll admit that it wouldn't, if you were sure of only staying a week. But remember, you cannot control the severity of an accident. There is no service station anywhere in the world that furnishes spare parts for humans. A careless action, a bit of horseplay, a thoughtless chance taken, and the ambulance may roll up to carry the careless one off for months, instead of the week he had imagined.

Work safely! It will pay you in dollars and cents, and it will pay you in security of mind and body for yourself and for those dependent upon you.

The Part the Foreman Plays

IN the center of this page we are showing this month several of the Bird & Son Safety Committees. As a part of the Safety organization, these men deserve your recognition and support.

While their pictures do not appear, any "line-up" on Safety would certainly be incomplete without mention of the foremen. In Safety work at the Bird plants, the foreman is considered the "key-man." It is through him that Safety rules are enforced, bad practices corrected, and proper practices carried on.

Your foreman has your safety and well-being in mind. Obey his instructions and give him your aid in making your department the safest one in Bird & Son.

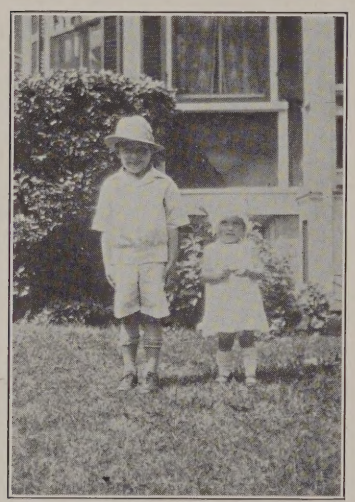
Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

Among the vacationists: Margaret Corcoran, to Hampton Beach; May Walsh, Portland, Me.; Martha Clem, New York; Margaret Dalton, Hampton Beach; George Towle, Brant Rock; Winifred Rhind, Newport; Anna Roundy, touring the White Mountains; Dave Fiske, fishing at Lake Sebec (Fisheries Bureau of government now making plans to re-stock said lake); Frank Johnson loafing at Swift's Neck.



Frankie and Iris Cooper, children of Roy Cooper, AP

Rita White has joined department RC, where she will work during the summer months.

Robina Urquhart visited Niagara Falls over the Fourth.

The CF girls spent the week-end of July 4 at a cottage at Lake Archer. Luckily, no one suffered from indigestion, as was feared, since the cooks were no hotel chefs, by any means.

Eddie Johnson spent his vacation in Canada, sending the rest of the boys post-cards, and making them restless.

More vacations: Mary Concannon, Portland, Me.; Katherine Dowling, Hanna Flavin and Helen Kiniry, Nantasket Beach; Alice Keliher and Tony Dornig at Fox Island, New Pond Beach; Mary Kelleher, Maine.

The news of an engagement has leaked out between Bob Garner and Miss Helenice MacKenney, who worked for Bird & Son during previous summer vacations. Since then, Bob has fallen from Group A to Group D in the tennis tournament. Seriously, though, everyone wishes the couple the best of good luck.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

We are glad to hear that Dave Heylin's son, Joseph, who received a fractured skull when he was struck by an automobile recently, is coming along nicely.

Congratulations are in order for John Jasionis, who recently successfully defended his title as New England outdoor high-board diving champion.

Coleman Howe was among those present at the "Battle of Strange Coincidences," between Mr. Sharkey and Mr. Dempsey recently. We haven't seen Coleman yet, to get his expert opinion of the questioned blow.

We reproduce elsewhere a photo of Henry Gray, fisherman extraordinary, holding the catch he made recently at York Beach. Local fisherman there are reported to have rejoiced when Gray decided to return to Bird & Son, and not compete with the local markets.

James Gray of No. 5 Machine took his vacation the week of July 18, and spent some of his time at Pemberton.

The vacation season has hit DMT. Tony Yuhaskey spent his at Atlantic City, looking over the winners of the bathing beauty contest; it will take a good vacation to find out where John Curran spent his, but our guess is Old Orchard

More vacations: John Ready, at Nahant; Louis Bergstrom; Herman Nordstrom at Plymouth.

Roland Johnson has bid us good bye and has gone to California. We shall all miss him and his cheery smile.

We extend our sympathy to John Spillane whose mother died recently.

We all extend our sympathy to Mr. Wyman in the loss of his father who died at Stockbridge, Vt. July 18, at the age of 91.

Free information to automobile owners. Dockray has discovered that a flivver won't make Morse Hill on high with an empty feed bag.

There seems to be some mystery surrounding the rearrangement of Johnny Burke's head. For years Johnny wore a bunion, or an onion on the back of his knob. Johnny had the back of his neck buffed recently, and the bump of knowledge is now missing. Who can solve the mystery?

Engineering

John Maitland — *John Burhoe*
John Bache — *Joseph Sheehan*

The news came too late for the last *Review*, but our congratulations on the event, and thanks for the cigars that were passed as a result of it, are hereby heartily given to Joe Sheehan, on the arrival of a baby girl, born at the Norwood Hospital, June 28.

Among the vacationists are Andy Urqhart, who spent his at Pocasset, and Harold McNeeley, who journeyed to Canada.

Curtis Boyden has transferred to EME from No. 1 Box Shop.

The first annual outing of the "Square and Compass" Club.

Henry Gray, DMT, with a flock of cod that he lassoed down York Beach way

comprised of members of EF, EM and EMC departments, was held at John Timmins' summer estate on Hog Island, Bristol, R. I. Under the direction of the genial host, sightseeing parties were formed, which proceeded around the island, "sur les pieds," (French for "shank's mare"), taking in the beauties of the marine landscape, to the accompaniment of myriads of ravenous mosquitoes.

Treading quahaugs was in order later, and excellent swimming was also enjoyed. Genuine Rhode Island quahaug chowder was prepared, which did a great deal to revive two wayward members, who appeared on the horizon about 12 p. m. Saturday, singing, "My Wild Irish Rose." After such a week-end, three cheers for "Happy."

More vacations: Eric Anderson, Jesse King, Tim Reardon, Martin Lambine, Dave Regan and Tom Foley are driving new cars—new to them at least.

Roy Gardner is doing a good business. It's gas savers he sells, not Life Savers.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Fred Couture just had his car painted after his recent accident and it looks just like new.

Jimmy Hanley has left us and has started running a restaurant at Olneyville Square.

William Horridge is leaving on July 24 for a visit to his old home in England. He isn't sure whether he will come back or not.

John Barquist reported the loss of most of his hens one night recently, so Charlie Riley made him a present of a watch-dog which came out of the rags.

The sixth addition to Gus Nanni's family arrived on June 24. It's a boy.

Mike Kurda has recently acquired a new Willys-Knight Sedan.

Dr. Ernest A. Burrows, one of our Benefit Association doctors, recently gave a talk on first aid treatment to our foremen and emergency crew. The talk was very interesting and the men got a lot out of it. A demonstration was made of the prone method of resuscitation.

The new car in the yard with the Maine registration belongs to Patsy Cavaluzzy, who has started to work in the beater room.

Vacations have been taken this month by William Livingston, John Nolan, Lloyd Allen, Henry Phelps, William Callen, Frank Sousa, Jimmy Gigerella, S. Martians Tommy Horridge, Manuel Oliver, and Leonard Carlson. We don't know what they all did, but we do know that William Livingston and Manuel Oliver worked around home, Lloyd Allen tried to get his car going, Leonard Carlson went to Springfield, Tommy Horridge went touring, and Bill Callen went out to the park to see the monkeys.

The latest addition to the Bird truck fleet. John Costello, pilot, abaft the starboard bow

Manuel Perry and Joseph Wynne, "chauffeurs" of the DP tractor

BOX FACTORIES

East Walpole, Mass.

Albert H. Hammond *Will A. Evans*
George L. Holland *Charles S. Mutch*
Florence H. Slaney *Mary Driscoll*
Earl H. Hansen

John Graney is getting to be quite a painter. Have a look at his home. The Essex comes next, according to John.

Our belated congratulations to Sam Gladding, now the proud father of a baby boy, who arrived at the Norwood Hospital weighing 8 pounds, and full of life. The youngster has been named Samuel, Junior

Box Shop "annuals": Bob Morse at Warren, N. H.; John Grusaki, Cape Cod and Rhode Island; Larry Doane, Staten Island, New York; Thomas Morris, on the Cape; Lawrence Johnson, Phil LaLiberty, Great Barrington, Vt.; returning with a good coat of tan and several blisters; Steve Reardon reports that he did not have time to leave good old East Walpole; Tony Simkus, South Norwood, or Palm Beach, we don't know which.

Jimmy Ronci of FXN became the proud father of a baby boy on July 1. We hope Jimmie's future sleep will not be affected.

We extend our sympathy to Ranghild Schelin, whose mother died during the month.

William Head has given his car a coat of paint, and it sure looks "classy."

We are glad to see John Locke back with us after his illness.

Guerino Pagliari was married at Walpole, July 4, to Miss Mary Turco of Walpole. Congratulations and best wishes for both of them.

Harold Johnson has gone into the candy business. Anyone wishing a high grade of sweets should see Harold first.

We are glad to hear that John Goonan is coming along nicely. John injured his foot recently.

A real fish story at last. The intrepid Harry Tower, accompanied by Wilmer Wiggin, Ernest Koebe, Henry O'Brien, Peter Flaherty, J. Keefe, William Evans, Bobby Duncan, Harold Higgins and Kenneth Towle, journeyed to Brant Rock recently.

A reward of five dollars was offered for the largest fish caught. There weren't many fish caught, and things looked kind of slim until Bob Duncan heaved in the prize-winner. It was a cod, 42 inches long, and weighing about 25 pounds. Fishermen at the Rock claimed it was the largest fish caught there for some time.

Better luck next trip, Harry.

Louis John Lance, son of L. F. Lance, Chicago millwright

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Ralph Kolseth *Charles Seavey*
Richard Stoddard *John White*
L. M. Pratt

FBF extends a welcome to a new worker, Charles Dormat.

Deeb Esber has been transferred from FBPM1 to FBF, as as operator on the typing machines.

Danny Treventi, who has been out sick for the past few weeks, is feeling much better and we are expecting his return to No. 6 Machine soon.

Some of the vacationers: Victor Makela, New London; Mike Mohan, short trips; Eugene Donicelli, at home; Pat Reardon, Jim Loughman, John Wosner, Jock Graham, John Foley, Gus Mauritz.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

The Horseshoe Tournament held during the month so completely overshadowed all other events in point of interest that we feel a complete report of it might be in order.

The players were divided into two divisions, Mill and Office, six teams in each division. The games were played at noon before almost the entire office force and a large part of the mill employees, and while good sportsmanship prevailed throughout the entire tournament, every team was out to win and tried their best to do it.

By a process of elimination and some excellent shooting, Morman and Lance won in the Mill Division, and the winners in the Office Division were Roberts and Hanna. The game between these two teams, which was to decide who would play the salesmen during the Convention, was won by Morman and Lance of the mill, and they will have the honor of representing the Chicago Plant against the Salesmen. Mr. Hird has offerred a prize of $10.00 to the winners of this game.

The Hird-Clark and Wilson-Brandau were strong contenders for honors in the Office Division, and runners-up in the Mill Division were Overholt and Jones.

Another bit of interesting news was the arrival of a baby girl at the E. R. Clark's.

No. 1 had another series of non-stop runs, this time six in a row. No. 2 Machine also had several non-stops during the month.

Those returning from their vacations were John Sayles, Vandalia, Ill; Bob Brebach, short trips into Wisconsin and Michigan; Ben Roberts, fishing in Wisconsin, M. F. Meyers, Northern Wisconsin, Edith Johnson, relatives in Ohio; Ann Kelly, one week in Michigan and one week at home.

Now on their vacations: Miss Ballough, short trips; Miss Amerman will drive to Hayward, Wis.; Harold Altman, Powers Lake and other points in Wisconsin; Francis Johnson, relatives in Indiana; Harry Brandau, Buffalo and Niagara Falls. A. Alexander, Pete Wagner, Harry Cunningham and Al Bohenberger had no definite plans when they left.

The Tennis Tournament has slowed up recently, but some action is expected right after the Salesmen's Convention.

The Annual Salesmen's Convention begins Thursday, July 21, and some of the salesmen are beginning to arrive. The meeting will last for two days and Saturday morning will be spent interviewing various department heads.

The entertainment will consist of a Dinner Dance at the Windemere Hotel on Thursday evening ,and a good time is assured by the committee in charge.

We extend a hearty welcome to our new salesmen, Mr. E. P. Wixted, who will travel Kansas and part of Missouri, and B. Morris, Arkansas.

L. S. Wharton is being transferred to Louisiana to take the place of W. L. Long who has resigned to go in business for himself.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

Jesse Ghen of FFQ has solved his motor troubles forever. He gave the old bus a coat of paint, and the motor sounded 100 per cent better. He also painted the under gearing, and that took the howl out of the rear end.

Charles Flower has purchased a new sport model Essex roadster.

George Bigelow has bought a Nash coach.

Joe Pliopolis of FFF has a new daughter at his home.

Stanley Blackmer has transferred to the FF office, and at the same time has graduated from a Ford to a Studebaker. When he hits the Main Office it will probably be a Packard. But they all have tire trouble, as some of us know.

Angelo DiBattista is the proud father of a baby boy, born Sunday, July 10, weighing 7½ pounds, and named Domenico.

Lyman Small is now driving a Moon in place of the old H. F.

We welcome the following new workers in FFP: Peter Kusavichius, Lawrence Hewins, Charles Houghton, Joseph Safronas, Earl Meeker.

Lester Mitchell, FFP, took his vacation over the 4th, and

George Wallace and friend in the throes of "Sweet Adeline"

was married at the same time. Best wishes, Lester.

Now for the vacations: Nils Lindequist in Maine, and reports good fishing; Jim Garner, Maine; Ben Sodergren, N. H.; Sam Steele, Canada; Berton Seekins, we don't know where, but he gained ten pounds; Elton Moore, East Moncton, N. B.; Parvo Jarvi, in and around Boston; George Bigelow, motor trip "down hum" in Nova Scotia.

The following poem was sent in by Peter Alexander of FFV:

SHIPPING SONG

Under a spreading platform roof
The shipping platform stands;
And it's a mighty busy place,
Employing about fifty hands.
And the muscles of the shipping crew
Are strong as iron bands.

Day in, day out, from morn till night,
We are always on the go;
From seven in the morning
Until the whistle begins to blow
Each one does his manful share—
We certainly earn our dough.

And children coming home from school,
When it's a little after four,
They stop to see us fellows work
As they stand by the freight-car door.
They love to see us hustling,
Such hustling they just adore.

And on Thursday there is joy—
That's the day we get our pay.
Each one knows he's earned it
By his faithful work each day.
After pay we have a little fun,
After work there is time for play.

Healthy boys, with faces tanned,
Each does whatever he can,
None ever shirk their part,
They do it as a man;
Each knows the part assigned him,
According to the foreman's plan.

Shipping, stenciling, and checking—
Onward the day's work goes,
And there is no confusion,
His work each man sure knows.
And we take a well-earned rest
When the four-forty whistle blows.

P. Alexander, FFV.

LaVerne, Joseph and May Blosky. Joe is kettle room foreman at Chicago

A sketch of the entrance to FF as seen at night by Norman Brookes

Chicago Office

B. I. Hindmarsh *Lillian Moe*

Miss M. Florek has been added to the billing department which has been heavily taxed for the past few months with an unusually large number of invoices. We welcome her into our organization.

Among the out-of-town buyers who visited our office during the past month were Mr. Hertog of the Leader Mercantile Company, Minneapolis, Mr. Rule and Mr. Moore of the Manufacturers' Furniture Company of Little Rock, and Mr. Pardoe of McHose & Pardoe, Fargo, North Dakota. Mr. McLure of the Mississippi Valley Furniture Company was also in Chicago, and had his usual conference on Neponset distribution in the Memphis area.

R. W. Westcott has made several flying trips during the past six weeks, spending some time with W. F. Bagley, A. J. Spaulding, G. R. Groendyke and S. R. Reid.

E. C. Battle is coming up from New Orleans for a visit the first week in August. We shall all be very glad to see him. We think he deserves a rest after making 227 per cent of his quota for the month of June.

T. J. Howells, our Traffic Manager, made two trips during the past month—one to Memphis where he assisted in opening our new warehouse and the other to Kansas City where he helped get things in a ship-shape condition.

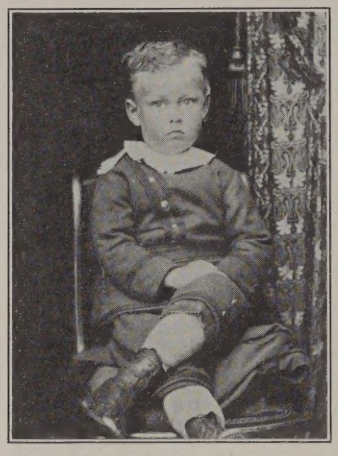
B. I. Hindmarsh also made a trip this month, visiting F. W. Jakel and C. E. Tyson during the week of July 11. He came back with very favorable reports on business.

Tearing around Oklahoma and Northern Texas should be slow-motion for R. W. Duvall after his flying trip to Salt Lake City where we know he received a deluge of invitations for dinners, golf, and what not which kept him running thither and hence during his stay.

H. Hagenbuckle made a trip to Chicago on his vacation. It took him a week to get here, stopping at Peoria, Kansas City, and other towns on the way, so he spent only a day here before returning to Houston.

Gladys Kamin has been commuting from her summer home in Long Lake for the past two weeks. We think a very fine

WHOZIT?



The young gentleman with the copper-toed shoes works at East Walpole, but hasn't always done so. He's been around a bit.

FOR the benefit of those Chicagoites who didn't guess it, or who were not told, last month's picture showed Edith and Frances Johnson. Not very difficult, but we'll get one some month that won't be so easy.

This time we come back to East Walpole with one that will be a sticker. There's still plenty of resemblance, although the picture was taken a few more than twenty years ago.

We once said that one of our puzzlers made little ones into big ones. Well, this gentleman does not make anything, but he has a lot to do with little ones, big ones, and "ones" in between.

His motto might be, "If you don't see what you want, ask for it." And now if you don't guess him, we'll have to say that you're dumb.

Continued from Page 13

speed boat owned by one of the neighbors had a lot to do with their own motor boat getting stalled every morning at train time. Who wouldn't rather ride in a high-powered speed boat than a one-lunged motor boat? It might even be a row boat for all we know.

We were quite pleased to have one of our young ladies, Mrs. Florence Wittleder, entered in the City Tennis Championship. Unfortunately, she was paired against one of the most prominent women tennis players in Chicago, who devotes most of her time to tennis and naturally took the game. Mrs. Wittleder won the Park Ridge Tennis Club Tournament for ladies on July 4, defeating the champion of the Sears Roebuck Tennis Club.

Mrs. Mildred Kahlert spent her vacation making short trips by motor in their brand new Oakland Sedan.

Mary Maloney spent her vacation on the Fox River, coming back like Huckleberry Finn's twin sister. Don't you care, Mary, it's becoming. One of the events of her vacation was a fishing trip on which she "almost caught a fish."

Bird's waterproofness seems to be coming forth as so many of our vacationists are taking to the water. Alice Cosgrove has just returned from a trip up the St. Lawrence River.

Helen Taylor came down to the office Monday morning all smiles. Her reason for this being a solitaire on the third finger of the left hand. We all wish her happiness.

500 Years of Service

THIS month's list of veterans represents a total of well over 500 years of service on the part of these workers. We obtained this by adding all the years together, starting with Richard McCabe's 42 years, and running right down through the list.

The following are the names of those who e fifth, tenth, fifteenth and twentieth anniversaries fall during this month, together with those who complete over twenty year's service with Bird & Son during August:

			Yrs.
Richard McCabe	Watch	8–14–1885	42
James E. Smith	Paper Mill	8–17–1885	42
Mary Friary	Building & Roofing	8– 1–1887	40
Frank Murphy	Finishing Mill	8–19–1895	32
Hattie Willis	Retired	8–17–1896	31
John Sullivan	Maintenance	8– 3–1899	28
Daniel McDavitt	Maintenance	8– 3–1899	28
John Sheehan	Building & Roofing	8– 2–1902	25
Martin O'Donnell	Maintenance	8–10–1902	25
Morris Gilbert	Building & Roofing	8– 9–1904	23
Mary McKinnon	Box Shop	8– 9–1905	22
L. P. Balduf	Paper Mill	8– 1–1906	21
M. J. Hawkins	Traffic	8– 6–1906	21
John Blazonis	Paper Mill	8–15–1907	20
Ethel Havey	Box Shop	8–13–1912	15
Edmund S. Frost	Floor Covering	8–17–1912	15
G. W. Baker	Building & Roofing	8–10–1917	10
G. L. Smith	Paper Mill	8–17–1917	10
Maurice Sullivan	Stores	8–22–1917	10
Helga Peterson	Main Office	8–22–1917	10
Arthur Balduf	Building & Roofing	8– 2–1922	5
Victor Konalski	Building & Roofing	8– 2–1922	5
W. J. Downing	Box Shop	8– 4–1922	5
Ralph Simmons	Building & Roofing	8– 7–1922	5
George Ackerman	Floor Covering	8–28–1922	5
James Donnelly	Box Shop	8–28–1922	5
James Salmon	Box Shop	8–28–1922	5
Anton Smolski	Finishing Mill	8–29–1922	5
Adolph Doucette	Floor Covering	8–30–1922	5
	Chicago		
William Calder		8–20–1917	10
	Phillipsdale		
James Blessing		8–24–1917	10

WHEN WINTER COMES

You must have

— COAL —

— ANTHRACITE —

Highest Quality; Super Cleaned at Mines; Highest Heating Value of any Anthracite; Lowest in Ash. Price $1.00 per ton under other Dealers

— BITUMINOUS COAL —

White Oak Egg Size, New River Smokeless Coal Efficient; Economical, and Convenient Prices about $2.00 per ton under other Dealers

WALPOLE HOME BUILDING CO.

MORE THAN DOZEN ARE NEW HOME OWNERS

Eight Houses Built or Under Construction in East Walpole; Local Communities Offer Good Living Conditions and Opportunity for Sound Investment

HOME building activity still continues strong among Bird & Son employees. Since April more than a dozen workers have built or bought or are building homes in Walpole and Norwood. Eight new houses have been built or are under construction in East Walpole.

Since January the Walpole Home Building Company has helped five Bird & Son workers to purchase or build their homes.

New land is being opened up, developments are being completed. All work at the June street development, East Walpole, has been completed, the street being surfaced, and granolithic sidewalks built. All lots at this development has been sold, and several houses are being erected.

The Company is making surveys at the Union and Morse streets developments, East Walpole, and lots will be offered for sale very soon.

Construction is well under way on Howard White's house, Rhoades Avenue, East Walpole

What does all this activity mean? It means that more and more Bird workers are realizing the benefits of home ownership and the advantages in living in fast-growing, healthy communities such as Walpole and Norwood.

It means something to live in these towns. Walpole offers to its residents an excellent school system, with a new high school soon to be built, good roads, the purest of water, and parks, playgrounds, and forest land unparalleled in a community of its size.

Norwood provides a first-class school system also, with its new high school already in operation, and abundance of stores, new million-dollar town square development including a new theatre, a good park system that will be further improved in the future, and many other advantages.

Both communities offer also good opportunities for steady employment in a number of prosperous manufacturing concerns; good police and fire protection and good churches.

Ernest Coleman's new home on Woodland Road, East Walpole

What does all this mean? Just this—that aside from the immediate benefits you will derive by becoming a home owner in one of these communities, you will also be making a sound financial investment. Property values in Walpole and Norwood will not decrease during future years. If you build and build well you may be assured of a substantial return on your investment, should you want to sell at any time.

Home ownership is an investment in happiness, and, properly carried out, in financial return also.

You need not be decided—even if you are only interested, the Walpole Home Building Company will be glad to show you plans, and explain the Home Building Plan, which will not only save you money in actual home building, but which you can investigate and use in any way you see fit without cost. Come in and talk it over.

Home of George Wood, FFM, Rock street, corner of Oliver, Norwood

BIRD'S
NEPONSET REVIEW

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One Part of Success

TIME is the enemy of us all. Yet we can conquer him if we wish, or at least keep him in his place. Great railroads do it, the armies in the World War accomplished it. Successful men almost never permit Time to get the best of them.

For illustration, here is a little editorial from the New York Sun:

The meeting was called for 4 o'clock. At one minute before the appointed hour the attendant closed the doors. As he did so he took notice that all the chairs were occupied.

The room and its furnishings were in taste with the architecture of the building. A long table occupied the center of the room. Lewis Cass Ledyard was in the chair set for the presiding officer. At his right hand was Cardinal Hayes. Next to the Cardinal sat J. P. Morgan, then came Payne Whitney and George F. Baker, Jr. At the table's end was Elihu Root and next to him Vincent Astor and Henry Walters. The engineering profession was represented by William Barclay Parsons and the law by two former Justices of the Supreme Court, Morgan J. O'Brien and Samuel Greenbaum, and by John G. Milburn and Frank L. Polk.

At a sign from President Ledyard Mr. Whitney arose and proceeded to read the report of a committee of which he is chairman. It was the monthly meeting of the trustees of the New York Public Library. Every man was on time.

It has been said that knowledge is what makes it possible for a man to succeed without using his intelligence, and intelligence makes it possible for a man to prosper without knowledge.

It takes 67 muscles to make a frown and 13 muscles to make a smile. Why waste energy?

Don't Take a "Flyer"

AS sure as death and taxes, there will follow in the wake of the recent achievements in aviation new commercial airplane enterprises. Some of these will be perfectly legitimate, others will be just the opposite. All will be, for some time at least, highly speculative.

Few people, comparatively, know anything about airplanes, or their money making possibilities. Money invested in them is a big risk even for those who *do* know. Commercial air lines in Europe are still dependent upon help from their governments. As a business enterprise they are not yet wholly successful.

Commercial aviation, both here and abroad, will some day be a sound investment. Companies manufacturing planes, parts and equipment will make money. Some of them are doing so now.

For the average man, however, a sure return on his investment must come for the time being from some other source. Commercial air lines and allied industries will become a part of our transportation system; but only after a period of experiment and adjustment.

Lend not thine ear, then, to the blarney of any high-flying stock-salesmen who offer you a chance to get in on the ground floor of new enterprises connected with this coming industry. There is a trap door in all of those "ground floor" schemes, and some how or other it is always the investor that falls through, leaving his dough behind him.

Any one of the legitimate concerns that will be started within the next few years and offer their securities to the public will be only too glad to have you make any investigations you care to of their stocks. You may make this investigation of any security, through your banker, through the Labor Bureau, or through the Boston Better Business Bureau, of which Bird & Son is a member, at any time, and at no cost whatsoever.

For Sale

1925 Studebaker Big Six Sedan. A1 condition. Motor overhauled by the Studebaker Company.

R. S. Clarke,
South Walpole, Mass.

Pigeons for Sale

Extra Homers and Birmingham Rollers. Special prices for more than three pairs.

Al Smith, 115 Pleasant Street,
Tel. Walpole 0515-M. East Walpole.

Card of Thanks

I wish to sincerely thank all those who expressed their sympathy to me in the loss of my mother.

Ranghild Schillin.

Card of Thanks

Mr. and Mrs. E. Hertzberg wish to thank their friends for the beautiful wedding present given them.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Super Twins Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated
Refrigerator Insulating

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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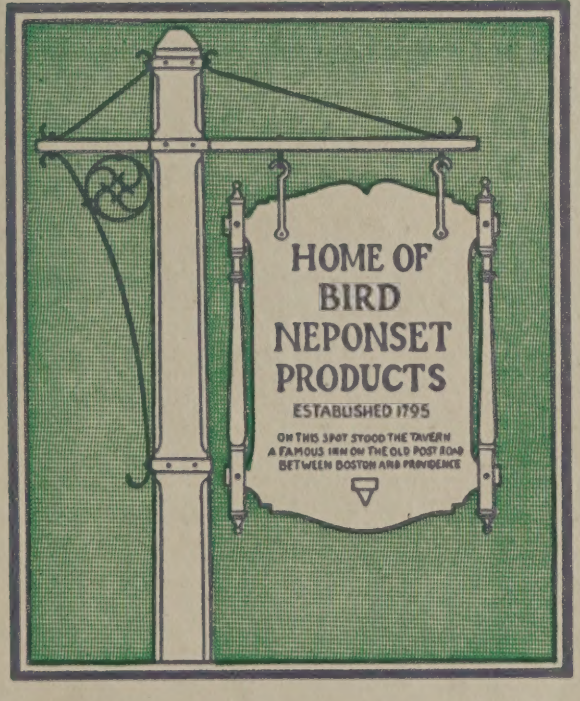
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



VOL. XV NO. 9 SEPTEMBER 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Minneapolis, Columbus

Warehouses
Chicago, Baltimore, Everett, Mass., Brockton, Mass., Minneapolis

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Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

Vol. XV *September 1927* No. 9

Bird & Son Night Held at New Athletic Field

THE New Athletic Field, constructed by Charles Sumner Bird for the boys of Walpole, was the scene of another "big time" event Tuesday evening, August 23, when nearly a thousand people attended the Bird & Son night held by informed that something was certainly going on. The band then marched up East Street, in the main gates, across the field, and back to their seats, where they furnished inspiration on occasion for the balance of the evening.

The Whiskers and the Colored Boys had nothing on these two teams. Unionalls, left to right: Montgomery, Wilkins, Whitney, Sansone, Maguire, Clancy, Jepson, Call, Rouillard, Tarr. Overalls, left to right: Rogers, Geary, Sline, Boyden, Sutherland, Crowley, umpire (for both sides), Duncan, Smith, Hale, Allen

Bird & Son employees to show their appreciation to Mr. Bird for the gift of the field.

Weather or no weather, the boys of East Walpole were ready for the races planned for them, and at 3.30 p. m., the time scheduled for the opening of the gates, they were massed three or four deep outside the fence.

A 50-yard dash for boys 10-12 came first, and was run off in several heats, before the final. Tony Larusso finally won out, with Louie Patroni second. Time, 7 1-5 sec.

In the 50-yard event for boys 13–15, Matty Bannon placed first, with Roy Walton, second time 6 4-5. James Smith won the 100-yard dash for boys 15–18, and James Lasy came in second. Time, 12 2-5 sec.

In the meantime, there were lively goings-on down in East Walpole Square. The Norwood Elks Band was on hand shortly before 4.40, and, when the whistle blew, started off on some lively tunes. Those coming from the mill were thus

The quarter mile run was then run off. The boys did well with P. Clem finishing in the lead, and W. Travers close behind. Time, 1 min. 31 sec.

After some delays, due to the necessity of the players donning their proper uniforms, two all-star ball teams, the Unionalls and the Overalls, composed of Bird & Son Old Timers, came on the field, and put on two innings of as interesting base ball as we have seen in a long time.

Those of the Overalls team, who were attired in snappy blue ones, were: Tap Geary, cf; Ben Rogers, 2nd; Bill Boyden, c; Frank Sutherland, ss; Phil Allen, 1st; Jack Hale, 3rd; Fred Duncan, lf; Jimmie Smith, rf; Bill Sline, p.

Those on the Unionalls contingent, who played in natty khaki ones, were: Ray Call, c; Howard Whitney, p; Ralph Wilkins, 1st; Montgomery, 2nd; Tony Sansone, lf; Jim Maguire, ss; John Clancy, 3rd; Ken Rouillard, cf; Herb Jepson, rf.

Tom Crowley was "his umps" . . . and when he said "safe," the man *was* safe, "strike", it was

The stand—filled with grown-ups, children—and balloons

Making Entries

nothing else but, "out," and out it surely was.

It was really quite a fast game in spite of the fact that many of the players hadn't handled a bat or a glove for years. "Whiskers" Hale kept the crowd in gales of laughter, particularly while he was coaching. One good moment came when a player on Whisker's team was trying to make home, saw he was caught, and hesitated, while Whiskers yelled wildly to the opposing catcher to "throw the ball to third." Ray Call threw it, there was no one there, and the runner came home, score one for Whiskers against Call.

The Overalls scored 5 runs in the first inning on two passes, four errors and two hits, and gathered two more runs in their next time up. The Unionalls tried hard, but Bill Sline was too much for them, and they got only two tallies.

Wilkins of the Overalls got a double, and Sutherland a triple that was almost a homer—might have been if Frank hadn't decided that three bases was about all he could cover, and thereupon sat down to rest.

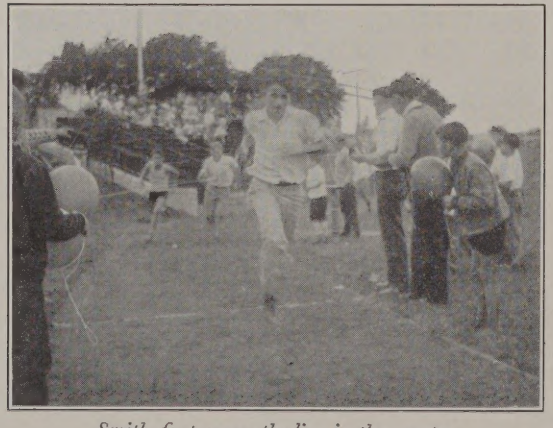
Mr. Allen turned in a hit, and some good plays at first. In fact, in spite of gate-like strike outs, errors, and wild throws, everybody played a good game, and everybody enjoyed it, the players just as much as the crowd.

There were those, however, who did not enjoy the game quite as much as they might have under different circumstances. Twenty boys were waiting anxiously for the appearance of twenty blueberry pies, beside which the ball game paled into utter insignificance.

The pies appeared. Twenty boys, clad in bathing suits and expectant grins, lined up in the infield, hands tied behind their backs. At the "go" signal they were off to the line of battle—a nice long row of pies, stretched on the grass in front of the grandstand.

Down they came, and down they went, flat on the ground, the theory being that the more of your face you got into the pie, the quicker you could eat it. Though not to detract in any way from the other events, it must be said that this event was the high spot in general interest and excitement.

The crowd stood and yelled, the boys squirmed and guzzled, and the pies disappeared like ice on a hot stove. No time was taken, but at the end



Smith, first across the line in the quarter

Close finish in a "50"

Send In Your Vacation Pictures by September 15

CONTEST CLOSES ON THAT DATE

ALL BIRD WORKERS ARE ELIGIBLE

SEND AS MANY PHOTOS AS YOU WISH

View af Francis William Park—Entered by Charlie Mutch

PRIZES

7 Classes—
14 Chances
To Win a Prize

$2.50 1st in Each Class
$1.00 2nd " " "
$5.00 Special Award, Best of All

You May Win More Than One Prize, Too.

Special Note—Photos taken on week-end trips are eligible

of an incredibly short period Mike Baranoski and Joseph Connellia were declared the winners.

The field of battle was then cleared, and the Bird & Son and Curity nines went on to settle their differences, and also the lead in the Walpole-Norwood Industrial League.

It was a typical Bird-Curity game—give and take, nip and tuck, thrills and action. Lindsay starred in the field for Curity, making three put-outs and six assists out of nine chances, and, in the third inning, diving full length to stop Graney's drive, and tossing him out at first while lying full length on the ground.

Deviney and Duncan made two beautiful catches on long drives in the third inning, that might otherwise have meant extra bases, more runs, and the ball game.

Curity went ahead in their half of the fifth, scoring three runs, and making the score 5–3. But Bird came back with the needed punch and made three tallies themselves, winnigg, 6–5.

Thus ended the highly successful Bird & Son night at the New Athletic Field. Everyone enjoyed himself, and everyone left with an increased feeling of gratitude for all that the new field provides.

Bits of action in Overalls vs. Unionalls. Left: Tap Geary at bat, Ray Call catching; Center, P. R. Allen at 1st; Howard Whitney taking lead. Right: Frank Sutherland steaming into third; and rear view of John Clancy.

Two Fast Tournaments Closing Best Tennis Season in Years

THE biggest season in years in local tennis is drawing to a close, with the elimination singles' tournament and a men's doubles' tournament engaging the attention of more than 50 players.

The singles' tournament closed on August 15, and is being followed by an elimination play-off in the first three groups. The tournament provided plenty of action, since in the drawing many of the best players were placed near the bottom to start and had to play through the various groups to climb to the top.

When the tournament closed, drawings were again held to determine the matches, with the following results:

Group A—Gerald King and Frank Clem; Maurice Tarr and Frank Reynolds; Carroll Smith and Ed Tarr; Don Chase and Ken Chase.

Group B—R. B. Kemp and Bob Turner; R. Jenkins and Fred Vietze; John Saulen and Ben Rogers; John Foster and Gerald Sheehan.

Group C—Arthur Rogers and Ed Johnson; Tom Wright and Rogers Weed; Bob Garner and Harold Morgan; George Jones and Cornelius Gardner.

Silver loving cups will be awarded the winners in each group.

So much for the singles. Even before the regular singles' tournament had closed, a men's doubles was under way, with 34 players signed up. Those competing in this tournament are:

Frank Clem, John Saulen, George Jones, Bill Maxwell; Frank Vietze, W. Ford, P. H. Bailey, Ben Rogers; Maurice Tarr, Ed Tarr, Carroll Smith, John Foster; Gerald King, Rogers Weed, R. C. Floyd, H. E. Sawyer; Harold Morgan, Gerald Sheehan, Bob Turner, L. Regan; Don Chase, Ken Chase, Bob Kemp, Frank Reynolds; Hal Doherty, D. Colburn, Ed Johnson, Cornelius Gardner; Bob Garner, Dick Winn, John Patinsky, P. Clem; Fred Spang, Tom Wright.

The winners in this match will also receive loving cups as an award.

With the new Park courts in use as well as those on Walcott Avenue, play has progressed much faster than formerly. The new courts are highly appreciated by tournament players and others alike, and are in almost constant use during playing hours.

This month will probably see the wind up of the season, so far as tournament play goes. Winners in the singles' tournament will be announced in the next *Review*, and also the doubles' champions, if play is completed in time.

Bird Nine Still at Top of Form In Race for League Pennant

THE Bird nine has continued to play top-notch ball since the last issue. In the Industrial League they are still fighting with Curity for first place. In two outside games they did not do so well, but made up for this somewhat by defeating the House of David 8–7, as mentioned elsewhere.

The boys lost to Medfield 9–8, in a loosely played game. Bird made 2 errors and Medfield 4. Poor base running also counted heavily against the Bird team, for they outhit Medfield 13 hits to 11. Duncan, Graney and Fitzgerald were big-stick men for Birds, while Cormier of Medfield connected for 3 triples and a single out of 5 times up.

Bird came back in the next contest, a league game with Plimpton, and beat the Norwoodites 7–0, in a walkaway. Smith pitched. White hit four times out of four times up.

Berwick & Smith were the next victims, by a 12–7 score. Murphy, Fitzgerald and Vietze were heavy hitters. Duncan made another of his feature catches.

In a return game with Medfield, the Bird team again failed to click. With Bird playing a pick-up nine on a small field, with 5 errors for Bird and 6 for Medfield, it was not a remarkable game. Medfield won 10–6. Vietze hit safely three out of four times up.

The next game went in just the opposite direction, and proved one of the best and tightest of the season, Bird finally nosing out Winslow Bros. and Smith 5–4.

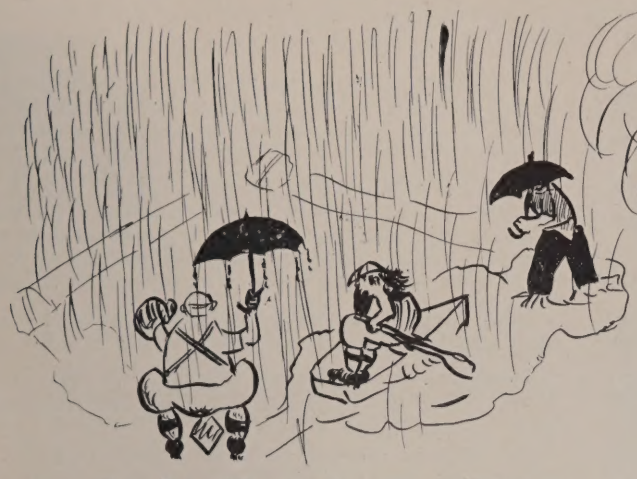
Fred Duncan's mighty bat accounted for the following remarkable record: four hits out of four times up—a triple, a double, and two singles. He also contributed a highly thrilling shoestring catch, and scored the winning run, in the last inning, with one out, on White's double, and a close play at home.

The opening of the new field has helped to swell the attendance at the games, but there is still plenty of vacant room. Your support will help the boys to nab the pennant again this year.

Get out and root for them. They are playing great ball—they'll do even better with increased support.

Soccer Practice

Anyone interested in soccer should report for practice, which is being held on the Bird School Grounds, several nights a week. See story on next page.



BIRD & SON PLAYS THE HOUSE OF DAVID

HAD YOUR VACATION YET?

SAM HUNTER TOOK DEVINEY DOWN TO FF THE OTHER DAY (?)

DON'T FORGET THE VACATION PICTURE CONTEST

NEW FIELD SEES "PLENTY ACTION"—SOCCER UNDER WAY

SURELY no more successful, no more interesting season than this one has taken place in local athletics for years.

The new athletic field, of which more elsewhere, has helped immeasurably. Starting with the opening of the field, which more than a thousand people attended, the diamond has been the scene of all of Bird & Son's home games, and has also been used by other Walpole teams for their home games, and by Norwood teams in the league who were playing home games with Walpole teams.

In the midst of a downpour of rain, another two thousand spectators remained through seven innings of very wet baseball, Monday evening, August 8, and watched the Bird nine defeat the bewhiskered House of David players 8–7.

The next feature game came on Monday evening, August 15, when the House of David returned to play the Philadelphia Colored Giants, under the auspices of the Bird & Son Baseball Club. From the standpoint of good baseball, it was decidedly loose, but for thrills, action and laughter, it was just what the crowd wanted.

Did we say crowd? Mob would be better, for estimates of those in attendance varied all the way from two to six or seven thousand people. As a matter of fact, there were about 2100 who paid admission at the gates, who, together with a thousand or so children admitted free, and another thousand or so who saw the game from cars, behind the fence, and in adjoining houses raised the number of spectators to a good 4500.

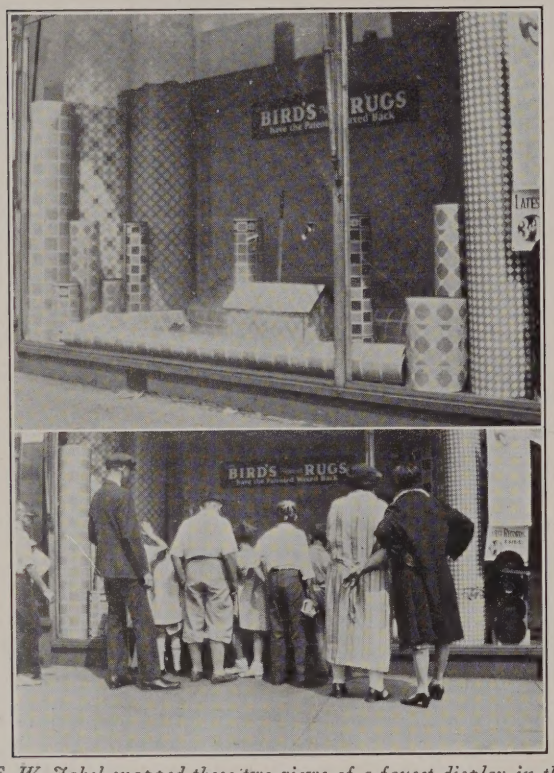
Good news for soccer enthusiasts comes next. There has been talk of a Bird & Son Soccer Team, but until recently no action was taken. Upon the call for candidates for such a team, fifteen men responded, and practice is already under way. If the interest continues, the players will be provided with uniforms and a schedule arranged. The games will be played on the Athletic Field.

Anyone interested in soccer should see Bill McLauchlan of FB, the manager, or get in touch with any of the following men who have signed up:

Bert Stott, Herb Hinson, Charlie Rafuse, Maurice Tarr, Charlie Mutch, Babe Costello, Robert McLauchlan, B. Davidson, John Foster, J. Smith, Bob Murphy, George Hazlett, Henry Dowdie, J. Mullen, James McComb.

BIRD & SON'S SALESMEN'S PAGE

THE new Floor Covering window cutouts have been the subject of many very interesting stories since they were put out. But did you know that they are the only permanent, resident guests of the "Upside Down House" at Revere Beach, Boston's "Coney Island"? We didn't either until "Duke" Maraist dropped in the other day to tell us about it.



F. W. Jakel snapped these two views of a faucet display in the window of A. Fogelson Co., Milwaukee, Wis.

The house is one of those places where everything stands on its ear—rugs on the ceiling and all that sort of thing. The cutouts are right side up, and serve to lend a note of naturalness to an otherwise unnatural place. Truly the gospel of Neponset is spread in strange places.

Here are some excerpts from a story of how the price objection was met by C. P. Conger, while trying to sell roofing to an orchard and nursery company. Said C. P. to the buyer:

"The price I made is the very best I can do. If I could have made a lower price, I would have done so at first. To cut my price now would be to admit an attempt to overcharge, which is not true. Are you people selling trees, or are you selling the fruit the trees will bear?

. . . One can buy trees at one half the price of yours, but one must wait many more years for the lower-priced trees to bear and then be disappointed when the trees bear fruit. Service in roofing is what I am trying to get you to consider—not simply a square of shingles and the price of them.

There is as much difference in roofing as there is in trees, and the difference is shown in dollars and cents, just as the real value of the fruit is indicated by the price of the tree. You ask and receive more money for your high quality fruit producing trees than your competitors; surely you don't expect us to make the highest quality shingles possible to manufacture, and sell them at the lowest price. If your reputation and responsibility warrants you to ask a higher price for fruit trees, surely you would not discredit our reputation by not purchasing our products at a price commensurate with their service."

P.S., he got the order, and we'll certainly say that he deserved it.

Coming back to Floor Covering, we have two items from R. W. Graffam that contain good sales ammunition:

The Griswold Company of Warren, Ohio, conducted a two-week test on a Neponset Rug placed in the center of a well-travelled street. During that time it was estimated that during the busy hours of the day, the following hourly traffic passed over that rug: 75 automobiles, 15 horses, 100 people. After the test, according to Mr. Brown, the buyer, the rug was still in such good condition that 10 offers to buy it were received.

The other concern, Seitner's, inc., of Canton, Ohio, also conducted a rug test. An advertising rug, placed inside their store, has been subjected, during the last 11 months, to the wear of 60,000 pairs of feet each month, which makes a total of about two-thirds of a million feet that have walked on it. It is still in good condition.

Thanks, R. W. Has anyone else any good "test" stories? Speaking of contributions, this is just to remind you of the contest for salesmen. $5 for best contribution sent in before October 15.

M. F. Hewins dropped in during the month, and finding us out, left a note saying he now noticed how hard we work. Yeah, well we were probably out trying to think up ways of filling the *Review*, including the Sales Page. Just send in plenty of stuff, and we'll have nothing to do but sit in the office and read it, and have a greeting for everyone who drops in.

J. H. Dunnell sent in an interesting letterhead from the City Lumber Company, Bridgeport, Conn. We can't reproduce it in the *Review*, but it consists of four pages, the first being the regular letterhead, the center pages being devoted to interesting pictures of their plant, and the last page left blank for a two-page letter, or for advertising matter.

AND

DON'T

FORGET

THE

CONTEST!

Where Do You Stand On Safety?

WE'RE not going to say so much about Safety this month as we did last, but next month there's going to be a lot of Safety News. During the week of October 10–15, we will hold our annual Fire Prevention and Safety Week.

Following the custom established during the last two years Safety calendars will be awarded to all members in those manufacturing departments who go through the week without a lost-time accident.

They cost money, but Bird & Son is willing to spend it if the workers are willing to show what they can do in accident prevention, when they really make a try at it. The 1928 calendars are even better than this year's.

While the first six months of this year did not show the expected reduction over last year's figures, a good start was made during July, when we held the lost-timers down to five, as against 13 for last year. So far during August, we are also running well behind last year's total.

Here are the records of the various departments for January through July. They show where reductions are taking place, and where more effort is needed to improve the record.

The Paper Mills on August 1 were one ahead of last year, although they have had an accident every month during 1927, with two in June. They can still beat their 1926 record in proper style by good hard work.

No. 1 Box Shop is three below last year, has gone four of the months without a lost-timer, and has had four accidents. If they keep that up they will finish far and away better than 1926.

No. 2 Box Shop, while having three perfect months, had had two more accidents by August 1 than they had during the same period last year. They are out after a reduction with a contest of their own, however, and have every chance of winning if they keep at it.

Engineering has had one perfect month, and is running two below 1926 at the present time.

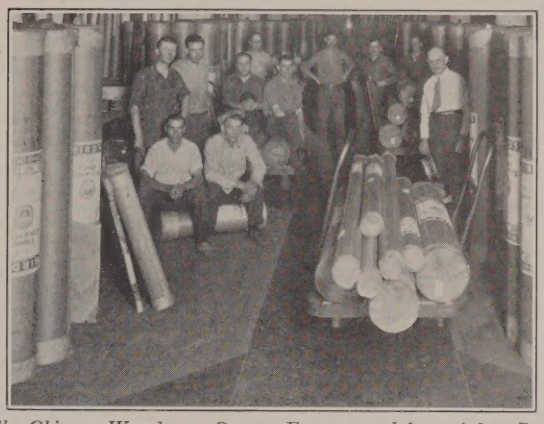
Floor Covering, who did so well in accident reduction last year, seem to have slipped a bit this year, and were running 14 as against 12 on August 1. Still, they had four perfect months last year, and they can do it again, if they try.

Building and Roofing is making a much better record, and should finish with a far better record for this year than last.

Phillipsdale is under a handicap of a darn good record for 1926, but has its back up in trying to better it. With five perfect months, they are one better on accidents than last year.

Chicago is 8 as against 7 for last year, but is going out strong for a reduction. Their Safety organization is new, but they are learning fast and may give us Easterners something to think about before long.

Chicago Warehouse Men Keep Floor Covering Moving Fast



The Chicago Warehouse Crew. Front row, left to right: Peter Sentiff, Louis Hockstra. Second row: Horace Sperry, James Foley, Albert Raithell, Henry Bot. Third row: Richard Jones, Leonard Sullivan, George Daughty, Tom Creden. Extreme right: Tom Marshall

WE are glad this month to give space to a picture of the Chicago Floor Covering warehouse crew. The Chicago warehouse is connected directly with the Chicago Floor Covering office.

The crew you see in the picture keep the dealers supplied with their wants out there in the Windy City District. All of them are typical Bird workers, and, under the direction of their foreman, Tom Marshall, keep things moving in true Bird & Son style.

Home Building Notes

WHILE no new houses appear in the list given out by the Walpole Home Building Co. for this month, there are many still under construction, and the possibility of a few others being started in time for completion before the cold weather.

During the time when the weather prohibits building is a good period to plan your home. It takes time. Never build your home in a hurry. You will be disappointed, and will be money out of pocket if you do.

Get and use the advice of experts. Plan carefully. Feel free at any time to confer with the Walpole Home Building Co. on your home building problems, financial or otherwise.

The Walpole Home Building Co., inc., have sold to Bird & Son, inc., a parcel of land containing 10,985 square feet located at 33 Water Street, Norwood, Mass. The house that was on this lot has been moved to 19 Water Street.

H. W. Hale of the Floor Covering Plant has moved from Norwood to June Street, East Walpole.

Wesley Hudson has moved into the house on June Street, East Walpole, formerly occupied by William Sullivan.

BIRD'S NEPONSET REVIEW

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A Creed Worth Knowing

THE following article was written by Roger W. Babson, noted business expert, while he was in camp in British Columbia, in the heart of the Rocky Mountains. We reprint it as a statement of faith worthy of a place in the life of any of us, regardless of creed—or no creed. In part, Mr. Babson writes:

At the risk of being called a preacher I am going to give you a simple philosophy which comes to me as I sit here amidst nature undisturbed and as it was a hundred thousand years ago. What I am to tell you is to me my religion although it is free from all dogma or sectarianism. Furthermore, it is strictly scientific and puncture-proof. In other words, I am writing you as a cold-blooded statistician and a hard-boiled business man. Briefly, this religion consists of these five points:

1. **I know that ever since the world was first begun, a divine force has constantly been working to develop perfection.** A careful study of geology and biology clearly proves this to be a fact. This force is commonly referred to as God and this perfection is called Heaven, altho both of these have been greatly misrepresented.

2. **I know that we are free agents—free either to act in harmony with this divine force or to act contrary to it. Acting in harmony with it is known as service, while working against it is known as sin.** All history serves as evidence of this statement; also, that in the long run, the forces for good have always won. To help us work in harmony with the eternal order of things, we have the Ten Commandments, the Golden Rule, and many other helps. Such help can be secured from many books, but the collection which has withstood the greatest tests and presents the results of the longest experience is found in the Bible.

3. **I know that, owing to our being free agents, it is necessary for us to relax and meditate often.** Only by such meditating is it possible for us to keep in harmony with this divine force and hence benefit therefrom. The need of such meditation developed the custom of prayer; and the benefit referred to is commonly known as spiritual power. Notwithstanding the needless superstitions which have crept into theology, it is becoming a real science of spiritual things and to ignore the same is simple ignorance.

4. **I know that as we act in harmony with the divine course of things we must be happy.** Hence happiness is the natural reward for service, while unhappiness is the natural punishment for sin. Physical strength, intellect, emotional convictions and material possessions are mere tools applying differently to different people and of value only as they enable us to live properly and hence to be happy. This is clearly taught by modern psychology and is today recognized as a basic law of nature.

5. **I know that as we get this point of view, faith takes the place of doubt, courage takes the place of fear, and no person or no thing can annoy us.** We then have a satisfaction that we are truly a part of the eternal life about us and can never die. Then we realize that we must become a real part or "inherit" the Heaven referred to in my first statement. Moreover, this is merely in accordance with the same immutable laws which govern mathematics, chemistry and other sciences.

I fully realize that few young people may have any use for this statement at the present time. In the prime of health one naturally has little use for doctors; and in the flush of youth one naturally is not interested in eternal life. Your interest in these things, therefore, may not come until you are older in life or until you have sickness or other troubles. Some day, however, you will want something to tie to; you will want to know where you are at and where you are going. Some day you will be off the track and will want to get on again. Therefore, I do ask that you save this letter until such a time comes. Have it where you can put it in your pocket and go into the mountains all by yourself. Then and there you will have the evidence for all I have said; then you will get faith, courage and joy for which you will then be hungry. **Moreover, by that time you will have learned that happiness cannot be purchased and does not come thru material possessions. It comes only as we get a proper sense of values and lead a natural and well-balanced life.**

Why We Don't Sell "Cut Price"

THE following paragraphs are from a recent bulletin sent to the Floor Covering salesmen. They summarize the Bird & Son sales policy in a way that should prove interesting and instructive to every Bird & Son worker:

We are not selling price. We are selling quality and service. The merchant who buys a bargain and sells it as a bargain gains nothing. You have observed the cut-price advertising which has appeared in the newspapers on competitive lines. We believe this to be destructive merchandising, and extremely harmful to the manufacturer whose products are so advertised. Generally speaking, the level of resale prices on our products has been remarkably well maintained. This fact in itself explains in a large measure the success which we have enjoyed during the first six months of this year. At a time like this the maintenance of uniform resale prices is of the utmost importance.

A cut-price condition in the industry affects all of us. However, in times such as the present we can immeasurably strengthen our position with the better class of merchants by avoiding such tactics ourselves, by emphasizing to our customers that we are earnestly endeavoring to give them fair value received, and that we are interested not only in selling material to them but also in helping *them* to sell our products at a satisfactory profit, and in satisfactory volume.

LIBRARY

WE have in the Library a book which should be in the possession of every Bird & Son worker who wishes to be financially independent. We don't mean rich, but rather being able to provide sufficient funds for current needs, and for old age, so that one need never be dependent upon others for support.

This book is not a "get-rich-quick" pamphlet; neither is it a weepy kill-joy, can't-have-any-pleasure sermon. It is a frank, honest, simple, human presentation of the art and science of becoming financially independent. It is written for workers earning between twelve and fifteen hundred and five thousand dollars yearly.

The chapter or life insurance is the sanest, most helpful treatise on that subject that we have ever seen. It is free from the selling talk of the insurance agent, telling you just what each type of policy gives you in return for your money, in plain, understandable language.

It isn't a budget book, nor a sermon on how to spend your money. It is based on this very sensible thesis: "It isn't what you spend, but what you save and how you save it."

The book is called "How to Get Ahead Financially," and it is written by William A. Schnedler, Counsellor on Personal Financial Problems to employees of the Western Electric Co., New York.

Come in and put your name on the list to borrow the book, or arrange to buy a copy.

Non-Fiction

The Fifth Estate, Crowell. A history of the game of golf.

More Ports and Happy Places, Parker. Travels in Northern Europe.

Exploring Life, Autobiography of Thomas J. Norton, associate of Alexander Graham Bell, in the development of the telephone, and later a promoter of the Fore River Engine Works.

Year with the Birds, Ball.
So this is Jazz, Osgood.
Gloucester by Land and Sea, Hawes.
Outlines of Sanity, Chesterton.
Ant People, Ewers.
New Towns for Old, Nolen.
King's Henchman, Millay.
Memoirs of Baron Wrangell.
Foremanship and Supervision, Cushman.
Foremanship Training, Diemer.

Fiction

Ghost of Hemlock Canyon, Biggers.
Dawn, Bachellor.
Half a Sovereign, Hay.
Trampling of the Lilies, Sabatini.
Sir Percy Hits Back, Orczy.
Mr. Fortune's Maggot, Warner.
King by Night, Wallace.
Fellowship of the Frog, Wallace.
Idle Island, Huston.
Sea Gull, Norris.
Wishing Carpet, Mitchell.
Till the Clock Stops, Bell.
Preface to a Life, Gale.
Entertaining Angel, Merwin.
Lord of Himself, Marks.
Marching On, Boyd.
Mezzanine, Benson.
Chinese Parrot, Biggers.

JERRY THE OFFICE CAT BIRD

Behold in the cage a rare old bird
Who knows his prussic acid.
A chemist and a humorist
With a look of peace and placid.

He has a lot of funny birds
As jibes against his fellow men.
Birds of a feather flock together,
So we'll put him in his little pen.

With him there is the Mocking Bird,
The Parrot and the Auk,
The Buzzard and the Pelican,
Perhaps we'll send the Stork.

We think he's brother to the Loon,
As noisy as a Jay.
We hope the squawking of his kin
Will make him bald and gray.

J. might be Jim, but it isn't him,
We're talking very Frank.
He's on the screen, just watch him preen!
Come, give his tail a yank.

He's had his day, he's squealed and squawked,
He's yammered and he's jabbered.
Free-shot now, all ye victims past,
At Jerry-the-Office-Cat-Bird.

Pete and Repete.

Summer Cottage to Let

At Falmouth Heights during month of September, 6-room cottage. Good location. Garage, all modern improvements. Price reasonable. Inquire at Labor Bureau.

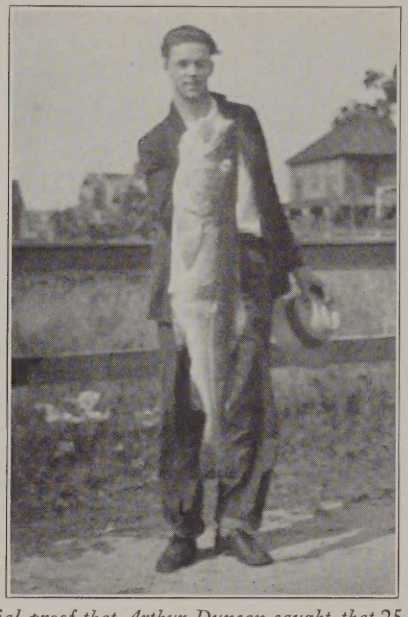
Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

The members of AT department were hosts at a farewell party at Rainbow Gardens, August 18, to Nellie Johnson of that department, who is leaving Bird & Son to return to her home in Nova Scotia. Dinner and dancing were enjoyed by all. During the evening Miss Johnson was presented with a cameo pin by her co-workers.



Pictorial proof that Arthur Duncan caught that 25 lb. cod. Photo taken by Expert Harry Tower—nuf ced

Another Accounting worker who leaves the end of the month is Grace Broadley, who will be married shortly to Stanley Crowhurst. We offer our best wishes to the couple.

Ernest Coleman took the second week of his vacation during the past month, and spent it in working around his new home.

Other vacations around the offices:

Miss McFarland, near Plymouth; Miss Dowdie, reports an enjoyable trip by boat to Norfolk, Va., and other places; Miss Hickey, Nantasket; Mike Hawkins and family at Harwichport; Frank Larrabee at Boothbay, Me.; Eben Johnson at Sandy Island, Lake Winnepesaukee; Bill Maxwell and Eddie Tarr, via Flivver, touring New Hampshire and Maine.

Betty Lamore, New Hampshire; Dick Winn, on the Cape; Alice Keliher and "Tony" Dornig; Bertha Kannally and Peg Owens, New Hampshire and the Cape; Anne Keliher on the Mohawk Trail; Helen Curran on the Cape.

CF welcomes its new correspondent, Stanley Blackmer.

We extend hearty congratulations to Millard Peabody, CF salesman, and Miss Frances Charlotte Wilson, who are to be married on September 2, in New York.

Elsie Driscoll has been doing relief work during vacations in the Purchasing Department, the last four weeks.

The friends of Gordon Campbell, formerly of AC, may be interested to learn that he is the Salem Terminal Corporation's correspondent for "Tenney Service," and employees' publication of the Tenney Service.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

Ed Fitzgerald spent his vacation on special duty for the Burns Detective Agency. Dave Fitzgerald certainly missed his Morse Code and signals, so he served as a special traffic cop at the corner of Dean street during his time off.

Mrs. Center is exploring the wilds o! Canada. We expect to hear some interesting things about our neighboring country when she returns.

Important happenings around the mill certainly ought to be posted on the bulletin boards. Somebody took both slitters out of the old Box Shop and moved them up to DF, and never told the Skipper about it. One rainy day shortly atefrward Dave loaded up the cars, and after dumping a ton or six of paper off at the old Box Shop, discovered that both slitters had vanished.

Where the Laboratory staff spent their vacations: E. L. Connolly, Onset and short trips; Don Kimball, week ends at Oak Bluffs; Warren Kumblad, first week touring White Mountains, and second week on the Cape; Farl Davis, North Conway, N. H.; John Slattery, auto trip to Baltimore, Md.

Frank Nyborn has joined the Lab staff, taking the place of John Slattery who is leaving us to enter Bates College in September. Herman Barker of Mansfield has also recently joined the staff.

William Boyden, No. 5 machine tender, and Michael Burke, DMB, have been spending some of their vacations at Dennis, Mass.

Kenneth MacLennan spent a few days touring around Quincy while on his vacation.

Michael McDonough, No. 2 machine tender, touring in Westwood on his vacation.

Carl Schaier spent his vacation visiting friends at Lake George, N. Y.

Tony Feeney of DM had a good time recently riding on the seat of a sedan.

Some of the local boys who attended the Boy Scout camp this season. Back row, William Bendel, George Smith, Edward Travers. Middle row, George Kinsman, Jerry Travers, Jr., Clarence Fuller. Front row, John Maguire, Ted Maguire, Ted Sullivan.

Engineering

John Maitland *John Burho*
John Bache *Joseph Sheeha*

Vacations from ERB in July and August included John McLennon, Jack Burhoe, P. Russetti and A. O'Malley.

Paul Guttormsen has returned from his vacation.

We extend our sincere sympathy to Alex McDonald, who lost his mother recently.

Other vacations include the two Dave Regans, Alex McDonald and Pat Hessian.

Stott has changed his address to East street.

William Kahler of EF returned with the same old smile after spending two weeks at Peaks Island, Me.

Win Schaier journeyed to Canada during his vacation.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Jack Davis recently won a prize for being the first to solve a checker problem presented by the Providence News.

We extend our sympathy to Thomas Holleran who recently lost his wife.

Another one of those "bouncing baby boys" appeared at the home of Adam Wockin on August 6.

We were glad to have a visit from Jack Hammerli last week. Jack is just getting over an attack of appendicitis.

Dan Henderson is slowly recovering from his recent operation for appendicitis.

Fergus Christie returned from his vacation with a fancy Studebaker Cabrilet-Victoria-Limousine, or something like that, and Henry Philips traded in his old car for an 8-in-line Elcar. Joe Borges is responsible for the new Whippet coach.

A new production record was set when we made 106.3 tons on August 18.

Walter Gill is on his vacation and we expect to see his garage at least half finished when he returns. Frank Reed spent his week building a new home in Hoxie and Alex. Homenick went to New York City by boat and gave his car a rest. Rex Salisbury spent his time digging clams and Miss Miell split her time between New Hampshire and New York City.

Helge Halter spent a week at Hundred Acre Cove, Barrington, and Charlie MacLaughlin went back home to them ountains. John Matthews, Darrell Richardson, Herbert Black, Ed. Kelly, J. Holleran, Bill Shaw, Joe Farrell, Tixie Billings and Manuel Percy also had time off.

Card of Thanks

Thanking you for your kind sympathy expressed in the beautiful flowers received.

Thomas J. and John T. Holleran, DP.

Tony Nanni and Jim Baisnert of DP, about to build a new railroad crossing

The "Thomas Horridge Camp" enroute through New Hampshire. Mrs. Horridge and son, Henry

BOX FACTORIES

East Walpole, Mass.

Albert H. Hammond *Will A. Evans*
George L. Holland *Charles S. Mutch*
Florence H. Slaney *Mary Driscoll*
Earl H. Hansen

Jack Walsh has left us for a trip out West.

Al Dowdie spent a week end during the month at Humarock and reports a good time.

We are glad to see John Goonan back at work after his long absence due to his accident.

We extend a heart welcome to Stanley Young, new comer to FXC.

Some vacations: "Matty" McLauchlan, at home; Nora Feeney, at Scituate and Ipswich; Olive Burke at White Horse Beach; Frank Welch at home.

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Ralph Kolseth *Charles Seavey*
Richard Stoddard *John White*
L. M. Pratt

Among our vacationists:

Ray Call, Kittery, Maine; Bill Ivats, Albany, New York; Harold Miller spent his commuting between the Sharon road and Salisbury, Maine; Tony Milos at City Point; Harry Bellew, taking in the sights at the Fish Pond; Hugh Smith, down in Maine; Harry Dresser at Pocassett; Herbert Jepson at Onset.

Mike Sheehan "went places", wherever that is. Anyhow, he says he lost five pounds.

Bill O'Donnell is busy building a garage for "Henry."

Rob Roy spent his vacation burning up the roads daily between East Walpole and various Cape points.

Friend William McLauchlan is still making up his mind—and the car salesmen are keeping up the merry chase.

More vacations: Ralph Kemp at Poland Springs, Me.; Howard Everett, on special auto trips; Alden Boothby on his farm at Kennebunk, Me.; Charlie Savage, at his old home town of Waitfield, Vt.; Henry Morgan, on short trips; Granville Baker, in the blueberry fields of Westwood and vicinity.

With Andy Mannimon and Mary Friary both on their vacations during the same week, the label room was an unusually quiet place for Jim Phelan.

Doc Watson was night superintendent during the vacation trips of Howard Everett and Ralph Kolseth. This meant lonesome days for John Foley.

Bill Sline in pitcher's box.

We extend our sincere sympathy to Granville Baker in the loss of his sister.

Tony Soares of No. 1 machine, who was on a leave of absence to return to Portugal to be married, is back with us again. Congratulations, Tony.

Deeb Esber has been transferred to FBF, and is operating one of the tying machines.

Ed Lincoln has returned from his vacation on the Cape.

Ted Michenzie has been transferred to the back end of No. 1 machine.

Danny Treventi, machine tender of No. 6, is still on the sick list, but his condition has improved so that we may expect him back with us in a short time.

Roy Fulton is back from his vacation.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

The Meet-Up at Chicago July 21, 22 and 23, according to the management and the salesmen, was better than ever, which was doubtless due to cooperation of all concerned. The papers given by the salesmen and others in the organization were especially interesting, as were the talks given by R. D. Long of the Curtis Publishing Co., Boston, and Edwin E. Besser, Jr., National Union Fire Insurance Co., on National Advertising, and Hail and Windstorm Insurance.

The dinner dance at the Windermere East on Thursday evening had all the requisites of a good party, good food, music, and a congenial crowd, and was thoroughly enjoyed by everyone. After the dinner a toast was drunk to Mr. Charles Bird, and a few remarks were made by Mr. Hird, Mr. Bailey of East Walpole, and Mr. Wescott of the Chicago Floor Covering Division.

The horseshoe contest between the salesmen and the mill was won by the latter, who received $10.00 from Mr. Hird as a prize.

Carl Schreen was presented with a wrist-watch by the office employees as a remembrance gift, when he resigned recently to return to his home in Missouri.

Albert Crouch, who hails from Columbus, Ga., has joined our office force to take over the duties previously handled by Carl Schreen.

"Duke" Perrizo attended the County Fair at Robinson, Ill., where our dealer, Brubaker & Son, had a very successful display of Bird's Roofs.

Messrs. Hird, Wilson and Clark attended the Sales Executive Meet-Up at East Walpole August 16th and 17th.

Vacations

Leaving: Joe Blosky, at home; Mr. Stafford, Denver, Col.; Mr. Irvin, Waukegan, Ill.; Miss Morman, Wisconsin; Mr. McEachren, Canada; Mr. Specht, Buffalo, Niagara Falls, N. Y. City; Mr. Matcha, camping on the Kankakee River.

Just returned: Mr. Hird, in the East; Miss Lyndon, Turkey Run, Ind.; Miss M. Kelly, Niagara Falls; Erich Gach, Pittsburgh and Niagara Falls.

Mr. Clark is spending a week of his vacation in the East, and Miss Thompson, Miss Zimmer and Mr. Pollock are also away at the present time.

Herman Kleinow is wearing a happy smile these days. He knows we are to have a new Diamond T. truck to replace the old wornout one he has been driving.

The shipping gang is being kept busy these days due to the large number of orders received just before the recent price advance.

"BJ" Overholt has developed into quite a camper. Almost any Sunday will find him and his family camped somewhere in the nearby country.

Marie Kelly brought back some interesting pictures of the new Peace Bridge at Buffalo, which she took the day it was dedicated.

A new oiling machine for oiling the slate granules has been purchased and installation will be completed about September 1st. One of these machines has been used at East Walpole for the past three years and it has solved their blistering troubles effectively.

We wonder what it is they do to Mr. Hird every time he goes East. The first day after he is back you need a comptometer to count the ringers he gets in our noontime game of horseshoes.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

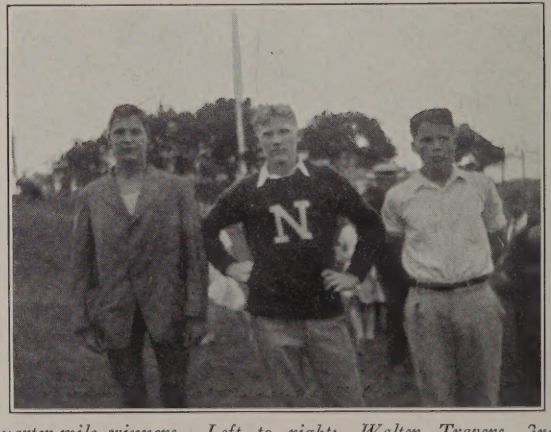
George Bigelow has returned from a 2000-mile tour to and around New Brunswick and return.

John Macchi is now sporting a Falcon Knight, and has agreed to give Les Hathaway the work of removing carbon and grinding valves.

Our genial storekeeper, Les Evans, is now on his way to Canada.

Walter Sword, Jr., is winding up for a trip to Baltimore. Watch out, southern beauties.

More vacations: Jim Hennessey, touring Walpole and surrounding towns; Harvey Hayward, down east; Art Rogers, Ontario, Canada; J. Daisley, Franklin and Norfolk.



Quarter-mile winners. Left to right: Walter Travers, 3rd; Peter Clem, 2nd; James Smith, 1st

Walter Hanson has an alto saxophone that he will exchange for a Ford touring car. We wonder who made the kick.

Hadley Phillips has transferred from FFF to FFP.

Guptile Filmore was last heard from splashing down the brook after his breakfast.

Another strong contender for the honors in the moustache contest has been found. Robert McLauchlin, FFSM, is now running a close second to Ray Young of FFB. Watch for further announcements in next issue.

Richard Seavey of FFB is spending his vacation in New Hampshire. Gordon Wilson vacationed in Northfield

Chicago Office

B. I. Hindmarsh *Lillian Moe*

A number of the salesmen have been in the office within the last three weeks, including E. C. Battle, R. W. Keeler, C. D. Knapp, H. L. Mehlman and A. J. Spaulding. We were mighty glad to see them. They all bring optimistic reports about prospects for fall business and in returning to their territories expressed determination to make the fall of 1927 the biggest season ever experienced on Neponset.

Miss Mitchell, Miss Lester and Miss Curran have just returned from their respective vacations with a lot of pep and "rarin' to go."

T. J. Howells took a motor trip through Southern Illinois, along the Rock River Valley. The rest of his vacation was spent playing golf. He did not reveal his scores, however.

Miss Griffin and Miss Rohr spent a week together in Sayner, Wisconsin. They reported a very pleasant time spent in dancing, canoeing, etc.

J. P. Riordan wasn't content to spend his vacation at one place but divided his time up between Paw Paw, Michigan, Saugatuck, Michigan, and Cedar Lake, Illinois. His morning exercise while at Cedar Lake was swimming across the lake, a distance of 1¾ miles. One day while making this swim he was hit by a row boat. He is now suggesting traffic regulations be enforced on water, as well as land.

B. I. Hindmarsh has also just returned from his vacation spent at Gull Lake, Michigan. He talks with just a little note of pride of his daily golf games. He played almost every day at par. With the exception of one game, they were all in the 90's, and some of them in the low 90's.

Miss Naughton was out of the office for two weeks as the result of an automobile accident. She is with us again, although not quite back to normal, having to use a cane in getting about. Needless to say, everyone is glad to see her back. Miss Coche, who was taking her place while she was out, is going to remain with us, assisting in the Service Department. We welcome her, as well as Miss Fay, who has recently been added to the Pricing Department, to our organization.

Winners of dashes. Back row, James Smith and Matty Bannon. Front row, Joe Lasky, Roy Walton, Lilly Patrone, Tony Larusso

Start of quarter-mile run

A long time ago, R. W. Duvall took some snapshots of the office force. He will have to send us some samples of his recent photography, which will compete with Mr. Tyson's, or I am afraid we shall have to rule him out and call on Mr. Tyson next time we are in the market for some pictures. Will you stand for that, Mr. Duvall?

We are sure you will agree that the latest snapshot of B. I. Hindmarsh is a very good one. Incidentally, this picture was taken by C. E. Tyson at his summer home at Alexandria, Wisconsin, where B. I. Hindmarsh spent a very enjoyable week-end recently. While we appreciate that C. E. Tyson had a very good subject, we still think he is to be congratulated on his photography.

Horace Sperry, of our Chicago warehouse, took a vacation trip to Hettick in Southern Illinois, to visit his father. He says fishing was good.

James Foley took a month off joy riding around the country. He is back now on the job until the wanderlust spirit moves him again.

Peter Sentiff took a vacation trip to Omro, Wisconsin, by auto. He amused himself pitching hay, driving around the country and having a good time in general.

Henry Bot took a trip to Turnoverville, Canada, to visit his brother, whom he had not seen in three years. He helped in the planting of sugar beets and tobacco.

'B'loons!

WHOZIT?

Last month was Hal Dobbins, SM.

Office workers will have to think back a bit to get this one. Her first name is composed of two articles of wearing apparell.

Farrell Picture Coming to Bird Hall

EAST WALPOLE and Walpole people who knew Charlie Farrell, noted film actor, when he lived in this vicinity, will be interested to learn that his latest picture, "The Rough Riders," will be shown at Bird Hall early in October.

Bird Hall will open for the moving picture season on Wednesday evening, September 21. Many new and interesting releases have been booked for the first part of the season, and this standard will be maintained throughout.

During the summer, the interior of the hall has been entirely refinished, and it now presents a most attractive appearance.

Juniors Have Swimming Meets

SWIMMING seems to be holding the stage for local boys and girls these days. With three public pools available, meets have already been held at two of them, Morse Pond and Francis William Park, and another is scheduled for the new pool in Walpole, on Labor Day. Many of the contestants look good for future "Champs."

The results of the meet held at Morse Pond on Saturday, August 13, were as follows:

Men's 100-yd. dash—Peter Clem, 1st; James Kofsky, 2nd. Boys' 50-yd. dash—Arthur Curtin, 1st; Adolph Sinkiewicz, 2nd. Boys' 30-yd. dash—Michael Sedaway, 1st; George Petinsky, 2nd. Boys' 20-yd. dash—Mathew Hopkins, 1st; John O'Kulovitch, 2nd. Girls' 25-yd. dash—Katherine O'Brien, 1st; Alice Pole, 2nd. Girls' 15-yd. dash—Frances Pilka, 1st; Gertrude Trask, 2nd. Children's 10-yd. dash—Annie Babel, 1st; Leo Salaney, 2nd. Learners' 10-yd. dash—Jane Chrisholm, 1st; Richard Bergland, 2nd.

Diving

Boys' Novice—Adolph Sinkiewicz, 1st; Peter Clem, 2nd. Girls' Novice—Katherine O'Brien, 1st; Mary Kofsky, 2nd. Boys' Junior—Michael Sedaway, 1st; Stanley Cotreau, 2nd.

Following are the results in the races held at the Francis William Park Pool Saturday, August 20:

Boys 9–11, dam to fountain: John Phelan, 1st; Charles Garritty, 2nd. Boys 11–14, dam around fountain and return: Frank Karskis, 1st; Chester Gibadto, 2nd. Girls 9–14, dam around fountain and return: Alice Pole, 1st; Edna Colburn, 2nd. Children's Apple Race: Alfred Baranowski, 1st; Helen Thompson, 2nd. Boys over 14, 75 yards: James Smith, 1st; James McKee, 2nd. Girls over 14, 50 yards: Edna Richal, 1st; Dorothy Jocelyn, 2nd. Life Saving Demonstration: Anthony Stone, 1st; George Kingman, 2nd. Tub Races: Alfred Baranowski, 1st; Edward Larsen, 2nd.

Work On Golf Course Started

WORK on the new Walpole Golf Club course is now well under way. It is expected that play will start in the late Spring or early Summer of next year.

A considerable number of the present members are from Bird & Son, so that other Bird workers who are interested in joining may do so knowing that they will either be already acquainted with, or will have no trouble in meeting plenty of congenial opponents.

Inquiries regarding membership may be made through B. D. Rogers, S. B. Montgomery, D. A. Chase, A. H. Anderson, or any other Bird workers who now belong to the club.

Bird Club Annual Meeting

Annual Meeting and Election of Officers will be held at the Clubhouse, Friday evening, Sept. 9, at 8 o'clock.

Card of Thanks

We wish to thank all of the fellow workers in FXR for their kindness to us during our recent bereavement.

Mr. and Mrs. Guy Hoyt.

STATION N. C. U.

Still Broadcasting Sayings By Your Fellow Workers

The Credit Union is a wonderful thing to have around. It has been a big help to me, saving a little every week. It has helped me to buy land, shingle my house, pay coal bills, taxes, insurance, and has given me a little money for vacations, too.

Those that don't belong should join right away. Put a little aside each week and watch it grow. Gain by others, experiences. Start now. It has helped me—it will help you.

I have been saving regularly for the first time in my life, due to the convenience of the Credit Union.

A little from each pay envelope does not hurt, and we find a happy feeling in that sense of security that we have, when we know there is a fund to help meet an emergency without crippling our pay for a week, or two weeks, or more. And don't forget the interest, helping each day to increase our savings, without any effort of ours.

Suggestions

THE leaders in the 1927 Suggestion Race seem to be resting on their honors, according to figures compiled after last month's meeting of the committee. Arthur Spinks, FFV, is still leading, with 6 to his credit, but there is now a tie for second place between Clifford Banks, DPP, Walter Hanson, FFP, and E. C. Rafuse, SM, all of whom have 5; and Herman Lauble, FXC, Frank Reed, DPH, and John White, FBM, are all tied for third place, each with 4 accepted suggestions.

Thus you see that the first place is by no means won, and it is still possible for those lower down on the list to come out on top, or even for someone who has not entered to become a prize-winner.

That $100 for the largest number is well worth going after. But remember also that there are other prizes—particularly the one for the best accepted suggestion. Yours might be your only one—and yet win that prize, which is also a nice check for $100.

Also, even if it's only a small idea—it may be worth $5, which amount isn't to be sneezed at in these days.

The following suggestions were accepted at the August meeting:

Better method of putting up light wiring	Arthur Balduf, FBE
Snap hooks on skid chains	Thomas DePlagiata, FBB
Grease cups on conveyer bearings	John M. Hall, DPC
Oil pump for print machines	Carl Johnson, FFM
Post card for use of warehouses	G. G. King, CF
Bell at finishing ends of E. & D Floors, FX1	T. J. Morris, FXF
Raise slitting stand at FXCM2	Charles Mutch, FXC
Stop on carrying belts, FXCM2	Charles Mutch, FXC
Hook on crane in finishing storehouse	Manuel Neves, DPH
Safety stop on switch at SM	E. C. Rafuse, SM
Timber hooks	E. C. Rafuse, SM
Method of making splices	Patsy Sansone, FFD
Relocate jitney track switch	Ira M. Treen, FFY
Changes in water system	Attilio Tronti, FBL
Dust curtains for slate bins	John H. White, FBM

What Happens To Some Stocks

EVER hear of Consolidated Petroleum Corporation? A typical "wild cat" stock. It sold not long ago for $21.75 per share. Today it is worth forty cents per share, and going lower.

Stock in the Nixon-Nevada Copper Corporation, to give another example, hit its high mark during the last two years, of nearly $2.00 a share. You can now buy all you want, to paper your living room, at three cents per share.

And there are many other "coppers," "silvers," "oils," etc., of which you can buy a wheelbarrow full for two bits, and the owner thereof will be glad to get rid of 'em.

An old adage says that hades is paved with good intentions. The Land of Financial Ruin is paved with worthless stocks.

Bill Landy a "Forty-Niner"

Bill Landy, Bird & Son "Forty-niner"

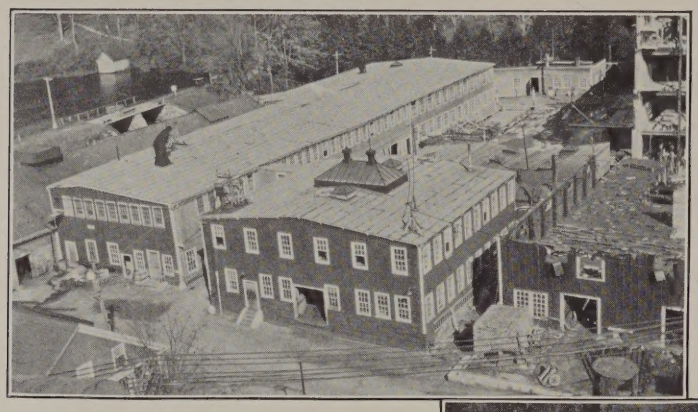
THIS month we are glad to publish a picture of William P. Landy, who now joins the ultra-exclusive Bird & Son "Forty-Niners." Bill came to work in 1878, and is completing 49 years of loyal service to this company.

Mr. Landy works at the Finishing Mill, where he is known and liked by all his fellow workers, who even now are looking forward to next year, when they may do honor to him on his fiftieth anniversary with Bird & Son.

We give below the names of those whose fifth, tenth or fifteenth anniversaries fall during this month, together with a list of those who complete over twenty years of service.

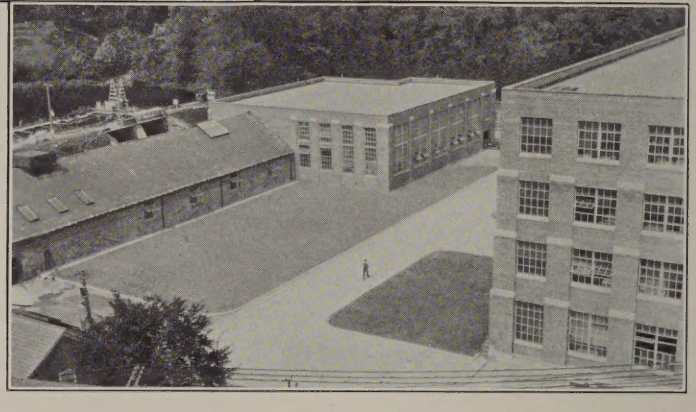
			Yrs.
William P. Landy	Paper Mill	Sept. 3, 1878	49
A. C. Urquhart	Maintenance	Sept. 10, 1896	31
L. L. Thompson	Sales	Sept. 1, 1898	29
P. R. Allen	Vice-President	Sept. 15, 1898	29
Florence Holmes	Office	Sept. 25, 1898	29
Annie F. Brown	Office	Sept. 21, 1901	26
John Eppick	Building & Roofing	Sept. 5, 1903	24
Patrick Coughlin	Paper Mill	Sept. 10, 1904	23
Robert Orr	Power and Steam	Sept. 10, 1904	23
Antonio Paddock	Paper Mill	Sept. 4, 1905	22
S. C. Traudt	Sales	Sept. 15, 1905	22
Michael Burke	Paper Mill	Sept. 22, 1905	22
Herbert Jepson	Building & Roofing	Sept. 3, 1912	15
Dominick Treventi	Building & Roofing	Sept. 5, 1912	15
John Wonser	Floor Covering	Sept. 13, 1912	15
Annie Poznec	Box Shop	Sept. 5, 1917	10
Francesco Carchedi	Floor Covering	Sept. 14, 1917	10
Samuel H. Kay	Draughting	Sept. 20, 1917	10
Thomas McColgan	Floor Covering	Sept. 20, 1917	10
John D. Hurley	Building & Roofing	Sept. 24, 1917	10
Victor Burrell	Paper Mills	Sept. 24, 1917	10
Dorothy Hartig	Stenographic	Sept. 5, 1922	5
Edward J. Sears	Building & Roofing	Sept. 9, 1922	5
Edward Downey	Floor Covering	Sept. 18, 1922	5
Charles Wisnelski	Paper Mills	Sept. 19, 1922	5
Isydor Laposzynski	Box Shops	Sept. 29, 1922	5

WHAT A GREAT BIG DIFFERENCE IN ONE SMALL YEAR!



On the left, the Mill Office Yard, with Machine shop building, SM building, etc., as it looked about a year ago.

On the right, the Mill Office Yard as it looks today, with new DM14 building, addition to No. 2, concrete driveways, and lawn space seeded down. Both pictures were taken from Boiler Room Roof.



MEMBERSHIP IN E. M. B. A. IS NEARING TWO THOUSAND MARK

FIGURES taken from the last quarterly report of the Bird & Son Employees' Mutual Benefit Association show membership figures nearing the 2000 mark, with 1872 members on the books at the end of June. There are now more than a hundred more members than there were a year ago.

These 1800-odd members hold between them well over a million dollars in insurance. Members of five years standing or over hold a policy for $1000 insurance, payable immediately on the death of the holder to the proper beneficiary.

Those who belong to the association who live in Walpole, East Walpole, or Norwood, may avail themselves at any time of free physician's services, at their homes or at the offices of the Benefit doctors.

You may, if you are a member, receive a yearly medical examination at any time you choose. More and more people are turning to this annual "check-up" as a means of warding off possible trouble, by finding out the exact condition of their health. It costs nothing, and is the most positive form of "health insurance" known.

If a member of the Association must stay away from work because of sickness or accident, the Benefit will pay him a weekly sum for a maximum of 26 weeks in any one year.

In figures, it looks something like this. Each member pays $9.60 in dues, in return for which he receives benefits which, averaged up among the members, total the following amounts per member: Doctor's bills, $3.65; sick benefit, $10.30; insurance, $9.71.

Sick benefits paid during the last quarter amounted to over $3300. Insurance premiums paid were more than $4700. Physicians' fees came to over $1100.

If you have not yet joined the Benefit Association, do so at once. The cost is small, and may be deducted from your pay. You will never miss it. And you receive in return the benefits already enumerated: insurance, physician's services, sick benefits.

If you are a member, these facts and figures will serve to show you that the Benefit is serving and protecting its members as usual, and giving you unceasing protection.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Super Twins Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated
Refrigerator Insulating

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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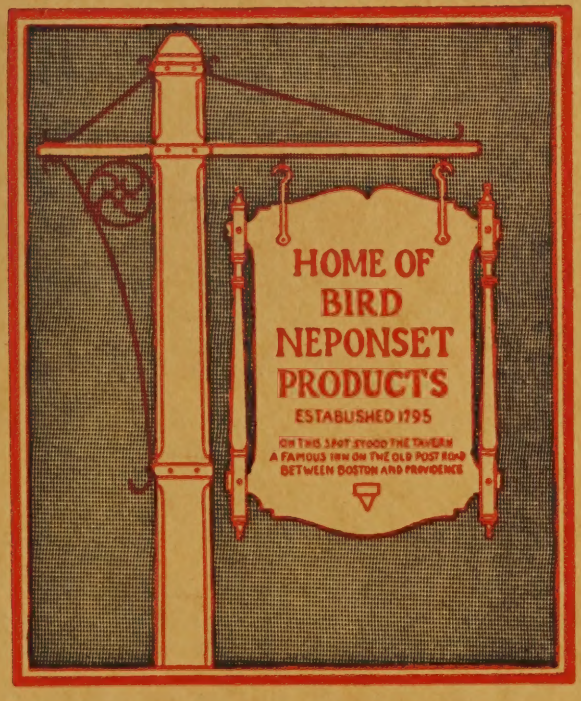
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



VOL. XV NO. 10 OCTOBER 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Minneapolis, Columbus

Warehouses
Chicago, Baltimore, Everett, Mass., Brockton, Mass., Minneapolis

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Officers and Directors

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Sec. and Treas., HERBERT H. MILLER

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Asst. to Vice-Pres., RICHARD C. FLOYD

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Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales Division
Manager, CHESTER H. ANDREWS

Special Paper Sales Division
Manager, ELMER H. BARTLETT

Western Roofing Division
Manager, FREDERICK H. HIRD
Sales Manager, WILLIAM W. WILSON
Manufacturing Manager, BENJAMIN H. ROBERTS
Southern Sales Manager, ROBERT D. PETERSON

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Assistant, MICHAEL J. HAWKINS
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Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
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Sec. and Treas., HERBERT H. MILLER

Eastern Manager, WILLIAM B. ROGERS, JR.
Western Manager, RALPH W. WESTCOTT
Pacific Coast Manager, L. W. PROUTY

Branch Offices
Boston, New York, Chicago,

Warehouses
Baltimore, Camden, Chicago, Cincinnati, Dallas, Detroit, East Walpole, Grand Rapids, Houston, Indianapolis, Kansas City, Milwaukee, Memphis, New York, Pittsburgh, Richmond, St. Louis, St. Paul.

Makers of Quality Products Since 1795

BIRD'S NEPONSET REVIEW

NO-ACCIDENT AND FIRE-PREVENTION WEEK NUMBER
OCTOBER 9-15

Vol. XV OCTOBER, 1927 No. 10

FIRE BRIGADES PROTECT BIRD MILLS

EIGHT hundred employees of the Blank Manufacturing Company were thrown out of work today when fire destroyed the entire plant, located just outside of this city . . ."

How many times have you read a story beginning that way, in your morning paper! Instantly your sympathy goes out to those workers who are literally "burnt out of a job."

It is to guard against such an item ever appearing in the papers regarding Bird & Son that this company takes the unusual precautions it does against fire. Nor is such thorough-going precaution considered enough. We must be prepared to handle fire when it does come.

With the motto of "Be Prepared" in mind, the Bird & Son Fire Brigades were organized over 20 years ago. Heading this organization is the Fire Board, which consists of the President, Vice-President, Manufacturing Manager, Assistant Manufacturing Manager, Plant Engineer and the superintendents of the various plants.

The active organization is headed by Mr. Wyman as Chief, and under him are various asasistant chiefs, who are so designated that there is one on duty at each plant at all times when the plant is in operation. Each plant has a house committee, salvage and commissary corps, pump men, electrician, messenger, and clerk.

At East Walpole, John H. Smith is First Assistant Chief, and there are two reel companies and eight hose companies. There are also two companies made up of men from the main offices,

The East Walpole Fire Brigade, with Chief Wyman, Assistant Chief Smith, members of the Fire Board and other executives in the center

to take care of books and records, man the fire extinguishers, and keep things moving at the fire escapes and other exits.

At Norwood, M. F. Sheehan is Deputy Chief. There are three hose companies and one chemical company at the Building and Roofing plant, while

EXTRA!

The following telegram, dated Sept. 28, from Chicago has been received by the Review.

Was surprised and delighted today to receive from the Paper Industry and National Safety Council certificate of merit for East Walpole Mill.

Pass on congratulations to Steve, Charlie, and all the fellows in DM, EM, and ER that made it possible.

Our final rank was No. 2 out of 36 mills, a record to be proud of.

—B. D. Rogers.

These men are members of the Norwood Fire Brigade, which covers the Building and Roofing and Floor Covering plants

the Floor Covering plant has five hose companies.

At Phillipsdale, T. G. Henderson is Deputy Chief, and there are one reel, and four hose companies.

In all, there are over 200 men throughout the various plants who are members of the Bird & Son Fire Brigade.

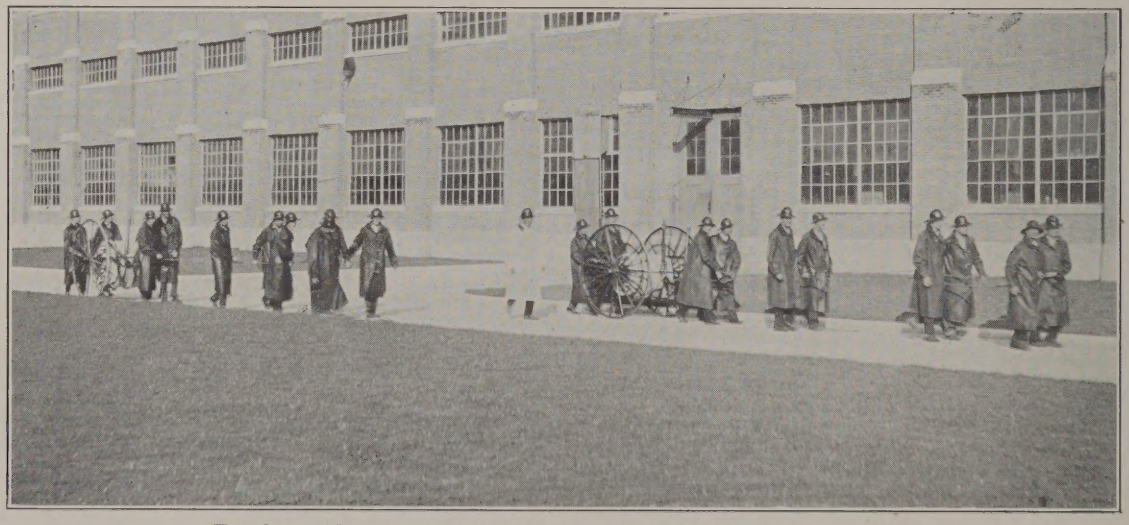
Most of our fire-prevention and fire-fighting equipment has been worked out with the advice and approval of our fire insurance companies.

This equipment may be divided into two general groups—that used for dealing with small blazes and for preventing them from growing or spreading, and that used for fighting fires that are beyond the control of hand fire-extinguishers.

Under the first group come the automatic sprinklers, which help to guard almost every department in the mills; fire-doors, which help to cut off any spread of fire from one room to another; several hundred fire extinguishers of various capacity; fire buckets, barrels, sand pails, etc.

All this equipment, as well as that used for fighting larger fires, is very carefully placed as to convenience and effectiveness, and is kept in perfect condition.

Throughout the mill are placed hydrants and hydrant houses, and reel houses. To supplement the town water supply, East Walpole, Norwood, and Phillipsdale mills are equipped with steam fire pumps which can provide a pressure equal to that supplied by the town.



Two hose reel companies limbering up on the path beside the new building

Now then, how is this equipment used, or to put it even more practically, what happens when the fire whistle blows? The first thing that happens is that the members of the department, all of whom within hearing are on their way to their stations within a few seconds, and are seen pulling out hose and getting the first streams on the fire.

Salvage men rush into the room to see if there are any goods to cover up, windows to close, or doors left open. Steam engineers report at the fire pump, which is put in operation at once, raising the pressure in the yard mains, which automatically closes the checks and conserves the town water, thus leaving the outside hydrants for the use of the town companies. Other members supply the firemen with rubber boots, hats and coats, if they have not already obtained them.

By means of the monthy drills, every brigade member is taught certain duties, is given a definite position and assignment, and must report at once to that position, ready to carry out his duties *whenever the fire whistle blows.*

Immediately upon arrival, the various officers take charge and direct the men, who are at their stations on the hydrant valve, by the hose reel or wherever their presence is directed.

Under the direction of their captains, who, in turn, receive their orders from the chiefs, the men swiftly couple hose to hydrant, again couple whatever lengths of hose are needed to reach the blaze, man the hose along its length and at the nozzle, turn on the water, and direct the stream as instructed by those in charge. Other details of men will be armed with axes and will be ascertaining the exact location of the worst of the blaze, and clearing the way for an easier and surer battle with the flames.

The Fire Brigade men must remain on duty until the blaze has been quelled, until they have been relieved by town firemen, or until told to leave by their superior officers. The Commissary Corps will see that the men are supplied with food when needed.

Our brigade cooperates with the town fire departments as soon as they arrive.

Fortunately, the Fire Brigades are not called upon for actual duty very often. Yet, when they have been, they have dealt with every fire quickly and effectively.

In fact, most of the fires which the Brigades have been called upon to cope with have occurred at night, and several of them in very cold weather. In every instance every man who could possibly do so responded, and within a few minutes after the sounding of the alarm, the first stream was playing on the blaze.

LOOK, for family comfort.

Lost pay envelope—due to accident.

LOOK, for safety.

Testing out pressure and hose lines with six streams—can you count them? And can you see the rainbow in the spray?

FIRE HAZARDS

By Gearge R. Wyman, Chief, Bird & Son Fire Brigades

ONE of the most serious fire hazards that I know of is cigarette smoking. A partly consumed cigarette, thrown on the ground, will many times consume its entire length before it goes out. If it happens to be in contact with inflammable matter, it is easy to see that a fire is inevitable.

Smoking is prohibited in the plant and on our grounds except in restricted areas. It has been pleasing to know that, for over a year, we have not had a case reported where a man has smoked in our buildings or on our property.

I am urging each employee, whether on the fire brigade or not, to see that the rules and regulations are most carefully followed and that the good record which we have is continued. Our insurance regulations will not permit us to allow smoking on our property, even though we so desired, without an increase in rates, and even if we did have the proper covering for this purpose, a fire might be so disastrous that much suffering would follow.

So it is not only important to watch out for fire hazards as a duty to employers and to our stockholders, but to yourselves and to your fellow-workmen.

DO EVERYTHING THAT YOU CAN TO SEE THAT THERE IS NO SMOKING IN ANY PART OF OUR BUILDINGS OR WORKS.

Oily rags and dirt, steam pipes near partitions, and many other things cause fires. Nearly everyone knows of numerous ways that fires start. Keep in mind that it is a personal duty, not only to carry out the particular work that has been assigned, but also to execute every precaution to keep down the fire hazards.

WANT A SAFETY CALENDAR?

HERE'S good news! Everyone who works for Bird & Son, whether in the mill or in the offices, gets a Safety Calendar this year. Provided, of course, as always, that everyone in the department goes through No-Accident Week without a lost-time accident.

The calendars for 1928 are better than ever. The first sheet of one is reproduced above. On every sheet is a painting carrying a Safety message. Many workers cut these pictures out after the month has passed, and save them.

The type is clear and readable at some distance, and the decorative frame makes the calendar distinctive enough to hang in almost any room. Each calendar has a silk-finish cord by which to hang it up.

These calendars will be distributed around Christmas time to all Bird workers.

You will want one, and you can have one, providing your department works "The Week" without a lost-timer. See to it that you and your fellow-workmen work safely during that period!

WHY IS A COLD?

MORE people suffer from common colds than from any other ailment, and more so from now on until the end of winter than at any other season.

Why? And what is a cold anyway. Here's the answer to the What part of it:

A cold is an inflammation of the membranes which line the nose and throat, and sometimes affects the air tube going from the mouth to the lungs.

This inflammation is due to germs which are always present in the nose and throat.

These germs may stay in the nose, or they may travel up a tube leading from the nose to the eye; or they may pass from the throat through another tube to the inner ear and set up an earache; or, and what is more common, they may pass down the windpipe, setting up inflammation there which causes an irritation of the nerves and thus produces a cough.

The germs get in, in the first place, because there is congestion in the nose and throat, which congestion is caused by chilling the skin of the body in any one of the following ways: sudden changes in temperature, exposure to cold and wet (wet feet), sudden cold draughts on the neck and ankles, loss of sleep or insufficient rest, poorly ventilated or overheated rooms. Sneezing, coughing or spitting without using the handkerchief to cover the nose may spread the cold and infect others.

So there you see what a cold is and what causes it. Knowing the causes, you should be able to keep colds away pretty successfully. But if one should get you, here are the most effective home remedies:

A hot bath at night for twenty minutes; a drink of hot lemonade or milk; a thorough purge (Epsom salts) to help your system throw off the poisons; a gargle of soda or salt in hot water; plenty of water—8 to 10 glasses a day.

The time to break up a cold is when the throat feels dry—before the moist stage.

In any case, whenever you feel a cold "coming on" go to the Hospital for treatment. The Hospital has tablets and a "Coryza" room for the treatment of colds, which treatment, if taken early, will always help, and often cure a cold right at the start, thus saving considerable discomfort and perhaps preventing a severe sickness.

For those who are troubled with frequent colds the vaccine treatment may prove effective. Last year several of our people took this cold vaccine and found it very beneficial. Inquiry regarding it should be made at the Hospital.

Colds are prevented easier than cured if a person only learns how.

HOW DO YOU STAND ON ACCIDENT RECORD?

HOW does your department stand on the accident record? Is your record better or worse? If better—congratulations, if worse—whose fault, and what are you going to do about it?

The Paper Mills are worse than last year; No. 1 Box Shop is better by three; No. 2 Box Shop is even; Engineering is better by almost 100 per cent; Floor Covering is worse by three accidents; Building and Roofing is better by an even hundred per cent; Phillipsdale is more than a hundred per cent better; and Chicago is even.

Here is the "Honor Roll" of departments who have worked since January 1 of this year to date (September 26) without a single lost time accident (the letters of the department are given, and the name of the foreman):

At East Walpole: DFW, Erick Johnson; DMW, Victor Burrell; DMZ, Watchmen; FXN, Harry Tower; FXW, Harry Tower; FXP, Frank Meyer; DVX2, George Towle; EME, Frank Whitehead; EML, Tom Graney.

At Building and Roofing: FBE, Herb Jepson; FBZ, Watch.

At Floor Covering: FFB, Jim Garner; FFC, Berton Seekins; FFZ, Watch.

In addition to those names, there are several branches and divisions of the larger departments which have gone without accident.

For instance, No. 1 Machine at Building and Roofing has to its credit (on September 26) 345 working days without an accident. This is well over a calendar year, and is deserving of high commendation, for this machine presents many hazards such as super-heated asphalt, gears, knives, hangers, blowers, ladders, and hard-to-get-at places.

There are, throughout the mill, several other departments with more than 300 working days without an accident to their credit.

If the men on a roofing machine can make such a record—so can the men in any other department. A good accident record depends upon the working together of everyone, under the leadership of the foreman.

A good accident record reflects high credit on a department, on its men, and on its foreman.

A poor accident record is a black mark for a department; it shows inefficiency and waste in that department; careless workmen; and a foreman who is not up to his job.

Never mind the other fellow—KEEP ACCIDENTS DOWN IN *YOUR* DEPARTMENT.

LOOK, for playing safe.

LOOK, from daylight until dark.

LOOK, from dark until daylight.

LOOK, and practice safety.

WHAT SAFETY COSTS IN DOLLARS AND CENTS

WHEN a firm the size of Bird & Son spends a sum of money, it does so with the expectation of getting something in return. Which may sound like a very obvious statement, but which serves to introduce another and more startling one.

Last year Bird & Son payed out, directly, about $20,000 on Safety work. These direct expenses included safety devices and guards of various kinds; salary of Safety Inspector; a portion of hospital expense in treating minor injuries that they might not develop into larger ones: publicity of various kinds—posters, Safety calendars, record sheets, pay envelope enclosures, magazines, books, and the like; and many miscellaneous items such as expenses of men attending Safety meetings in Boston and elsewhere.

In addition, there was, in all probability, another $20,000 paid out indirectly in time spent by foremen and workers on the various phases of Safety Committee work; on time spent by foremen in instructing new employees in safe methods; time of machine shop men in installing guards purchased outside and those built in our own shop; insurance premiums; interest; and many other items.

Forty thousand dollars is a lot of money.

Why does Bird & Son spend so much on Safety? Because they believe it to be a good investment. Safe working conditions help to reduce accidents. Accidents cost the company money. Money spent in publicity and other educational methods should help to produce safe workers. Safe workers don't get hurt.

This company would willingly spend twice forty thousand dollars yearly if it would do away with accidents. No one wants to get hurt, nor does the company enjoy seeing any fellow-worker on the accident list.

From a dollars and cents standpoint Bird & Son believes in Safety work—as well as believing in it from a humane one.

If Bird & Son is willing to spend as much money as it does each year on Safety, don't you think it worth while? Isn't it worth the expenditure of time and effort on your part?

Of course it is. It will cost you nothing in money, and save you and your fellow-workers much if you will, today and every day, think Safety and work safely.

SOME SAFETY THOUGHTS

By Frank W. Fisher, Safety Inspector

LAST year I wrote a Safety editorial. This year I am just going to set down some "thinks." Look 'em over, think 'em over, and follow 'em out.

Always give Safety the first consideration.

Don't wait for the other man to report a dangerous condition. Do it yourself.

Warn a man if you know danger is near. He may know all about it; if so, no harm is done; if not, you may save him from injury.

If you remove a safety device for repair work, put it back for the next man's sake.

Always keep out from under when moving heavy objects.

Don't put off till tomorrow the Safety suggestion you can make today.

Beware of blood poisoning. A small cut or scratch may cause it.

Always bend nails down before throwing boards aside. If you see a board with nails point up—bend the nails, turn the board over, or remove the board.

Workers should receive Safety suggestions and criticisms in the spirit in which they are given, which is to secure the greatest possible benefit to all from the Safety standpoint.

Don't leave something in a passageway for the next man to fall over.

Do not pile material so that there is danger of it falling. You may be the man who is hurt.

Uncovered pits and the like are accident hazards. If you remove a pit cover, be sure you replace it when you are through.

You cannot afford to take chances—play safe!

Who Says It Can't Be Done?

WILL the time ever come when there will be no accidents? We wonder.

Safety work is at times disheartening. Just when there seems to be progress made, along comes an "epidemic" of injuries, and we seem to be back where we started.

Then we think of Gorgas—Doctor William Crawford Gorgas, and his accomplishments against seemingly insurmountable odds. Who was he, and what did he do? Briefly, this is the story:

In the early 1900's work on the Panama Canal was threatened by a scourge of yellow fever. It was this same dread disease that had, years before, driven the French from the Canal Zone. Such were the proportions of the epidemic that workmen fled to the port cities, where they fought for passage on every outgoing ship.

America's great engineering project was threatened with disaster. Then came Gorgas, appointed as a Canal commissioner by President Roosevelt.

He faced, first of all, a forty-mile streetch, along which the Canal was to be built, which was a sweltering swamp-land, in which disease and death stalked in a hundred forms.

In addition, he had to deal with natives who neither knew nor cared about sanitary living conditions.

Next he was balked by lack of authority to carry out his demands, and by the inertia of those who said, "it can't be done." He was bound with the red-tape of governmental inefficiency.

He faced a hopeless task. The awful menace grew.

But Gorgas fought on. Using every means, every method, every influence, he cut the red tape, he secured the necessary authority, he began his battle against the fever menace.

It was not easy work. It involved a clean-up campaign on a scale such as the world has seldom seen. All possible breeding places of the mosquito that carried the disease must be destroyed, and must remain so.

The climax came on an afternoon in September, 1905, when, to quote the story directly from Mark Sullivan's "Our Times," "Gorgas," in a buoyant mood, entered the dissecting room of the government hospital at Ancon, where a number of white-clad surgeons were at work on a cadaver.

"Take a good look at this man, boys," he told the surgeons, "for it's the last case of yellow fever you will ever see. There will never be any more deaths from this cause in Panama."

And there never have been. Gorgas succeeded.

We commend this story to the attention of those who say, "Safety work is useless—you will always have accidents."

LOOK, for yourself and the other fellow.

PRIZES AWARDED IN ANNUAL PICTURE CONTEST

WITH more than thirty separate entries and a hundred and forty-odd individual pictures submitted, the annual Vacation Picture Contest came to a close on Wednesday, September 21, when the board of judges met and made their awards, which follow herewith, and without further suspense:

Group 1, Camping Scenes: First prize, James Garner, FFB, for his picture of a group cooking their meal around a camp fire. A good photo, which also tells a story. Second prize, Thomas Horridge, DP, for his photo of his wife and son in front of their auto camp.

Group 2, People, Groups, Children, etc.: First prize, Harry Tower. Harry's photo of Arthur Duncan holding a 25-lb. cod was not as clear as some, but it certainly told a good, and true, fish story. The second prize was awarded to Mrs. Greenock of Chicago Roofing for a clear-cut and interesting group of autoists.

Group 3 A, Moving Water: There were many waterfall, cascade and river pictures to give the judges some trouble, but the first prize was finally awarded to Dagmar C. Peterson of the Mill Office. Her picture was the clearest, and showed the best light and shade of the group. Running a close second was Ed Johnson's, CF, picture of a large waterfall.

Group 3B, Still Water: Again a large number of entries, but clearly the best was Sabina Costello's, CE, photo taken at sunrise on the beach at Ocean Grove, N. J. Second prize in this division went to Herb Badger, DMH, for his picture taken at Belgrade Lake, Me.

Group 4, Landscapes, Mountains, Valleys, etc., was won by Ed Gallup, Building and Roofing Salesman. Ed also won a prize last year. His work with a camera is highly artistic, and shows what the amateur photographer can do if he takes pains. Herbert Schaier of SM was awarded second prize for a mountain scene entitled "Cliffs near top of Mt. Chicorua."

Group 5, Buildings, Street Scenes, etc.: First prize in this group to Robert Davidson, SP. His photograph was easily the best submitted as regards clearness of detail. J. N. Dunnell, Building and Roofing Salesman, who has been trying for a prize for several contests won second place with his view of the memorial arch in Seaside Park, Bridgeport, Conn.

Group 6, "At Home" Pictures, did not bring so many entries as had been hoped. Two pictures of Francis William Park activities won the prizes. The first went to Welthea Smith of the Mill Office, and the second to Sam Hunter of No. 1 Box Shop for his snap of the tub-race winner.

Group 7, Miscellaneous, proved true to its name, and contained unconventional pictures of all kinds. First prize in this group went to Herb Schaier of SM, and second prize to Jim Garner of FFB for his side and rear view of a nice fat-looking pig.

Now for the grand prize. There was little doubt in the minds of the judges that Ed Gallup's picture was easily the best of all. Yet they also considered Miss Costello's picture as being of excellent merit, particularly for a novice, and therefore deserving of encouragement. So the prize was split, with first rank to Ed and second to Miss Costello.

The judges were Albert McGunigle, FF, L. M. Pratt, FB, Louis Tarr, A, and Ralph Watson, PMN.

Honorable mention was also given to the following contestants: Herb Badger, R. W. Westcott, J. R. Burhoe, Ray Call and Charles Mutch.

The first prize photographs appear in the center pages of this issue. The second prize photographs will appear in succeeding issues, as will some of the honorable mentions.

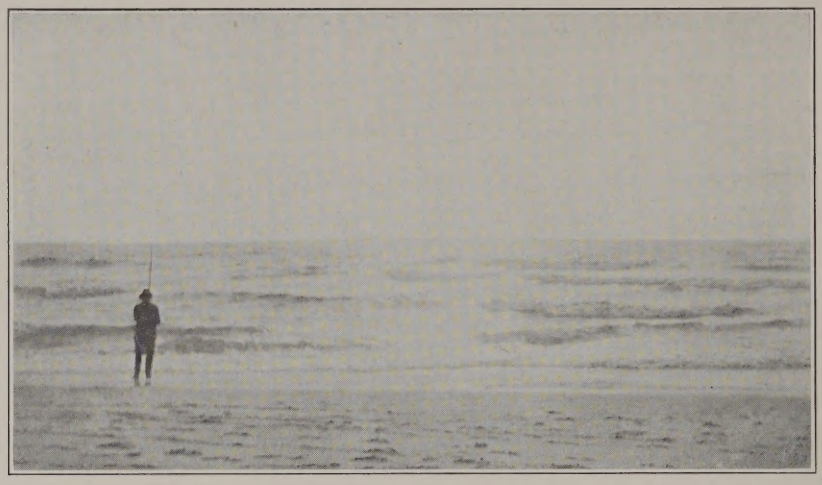
BIRD CLUB ENTERTAINMENTS START SOON—NEW OFFICERS

WITH last year's season as a high mark to shoot at, the Bird Club entertainment committee, with Harry Dresser as chairman, is planning another year of amusement for its members. No definite information is ready as yet, except that there will be an entertainment in October, and at least one each month after that. Further details will follow in due course.

Eli L. Chamberlain was elected president of the Club at the annual meeting held at the Clubhouse, Friday evening, September 9. Other officers elected were: Sam Gladding, vice-president; Ben Rogers, secretary, and Frank Smith, treasurer.

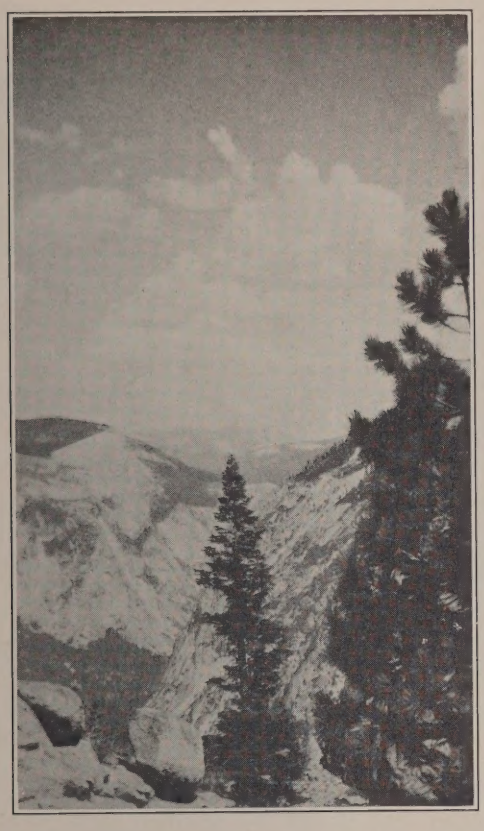
Members of the council: Three years—Hal Dobbins, Paul Guttormsen, Mike Shergals, Harry Dresser, John Locke; two years—Eli Chamberlain, P. R. Allen, Sam Gladding, P. H. Bailey, John J. White; one year—G. R. Wyman, Frank Whitehead, Russ Tupper, S. B. Montgomery, Steve Smith.

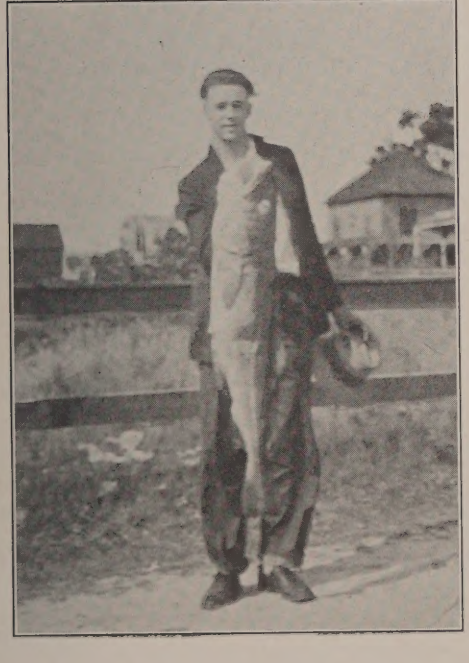
"Ringside seats" were available for Club members on the night of the Dempsey-Tunney fight, and many took advantage of the opportunity to hear the battle via the new radio.

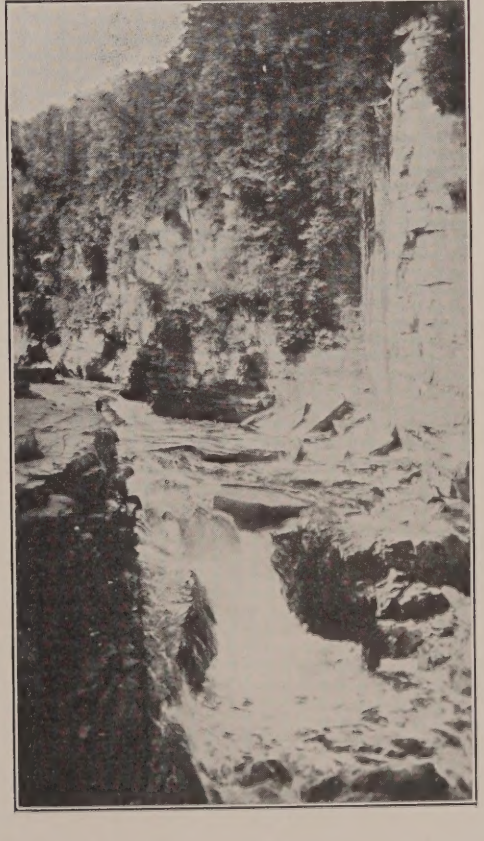


First prize-winners in the Vacation Picture Contest. On this page: Top, Group 3B, Sabina Costello, CE (also divided Grand Prize with Ed Gallup), CE Salesman; lower left, Group 7, taken by Herb Schaier, SM; top right, Group 1, camping scene by Jim Garner, FFB; below, Group 6, Welthea Smith, P office

On next page: Top left, Group 4, Ed Gallup, CE salesman (best photo for Grand Prize also); Top right, Group 5, Robert Davidson, SP; lower left, Group 2, taken by Harry Tower, FX1; lower right, Group 3A, Dagmar Peterson, Mill Office.







Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance *Edgar Tarr*
Fred J. Spang *Ethel Duncan*
Arthur V. Wilson *Margaret Dalton*
Margaret Poff *Margaret Owens*

Howard Richardson, AK, was presented with a five-chime mahogany clock with candlesticks to match, as a wedding gift from his many friends in the office. Howard was married on Labor Day to Miss Mildred Perkins, and the couple are making their home in Norwood.

Marion and Jane, daughters of S. B. Montgomery

Jim Mack was a late vacationist, spending his time in Waterbury, New York City, and Ayer. Travelled around a bit, we'd say.

We welcome Kathryn Broderick to CF department and are glad to see her improving rapidly.

The girls in CF attended a shower given to Ellen O'Malley who was once a popular member of the Sales Service Department. Ellen received some beautiful gifts and was married in Norwood on September 19.

Bob Garner and his brother are receiving congratulations for their successful window display. Our salesmen are making favorable comments on it.

You will see the whole department stepping out to the Symphony some night soon, with complimentary tickets to hear "Our Caruso" (Eddie Johnson) make his debut. We understand that Eddie is making a success of his vocal lessons.

Bob Garner did the Sharon Golf Course in one hundred and sixty-seven while Dick Winn was a close second with one hundred and eighty-two. Keep it up, boys.

Paper Mills

East Walpole, Mass., Mills

John E. Curran *John J. Burke*
William J. Quinn *John H. Maguire*
Marshall B. Lee *Maude E. Kaler* *Ernest Koebe*

Pete Folan has harvested his crop of spuds. After digging up the whole field, Pete discovered that he had only planted three rows.

It ought to be the first item rather than the second—this same Peter Folan is now the proud father of a baby girl.

Martin Kane spent Labor Day in New York looking over the tall buildings.

Carl Schaier has returned from his auto-vacation, which took him to New York, Washington, and other points of interest. From all accounts it was a record trip—particularly the run to New York.

Ed Powers gets a welcome this month as a newcomer to DMT office.

Costello and Kivlin each took a week's rest recently, the former going to Oak Bluffs, and Jim going fishing down in Rhode Island somewhere.

James O'Donnell was more or less dangerous after the big fight. He picked the winner and tried to show his victims the blow that won the championship.

Jim Houlihan has just discovered that there is no heat in the new jitney room. It's going to be a cold winter for the goats.

Engineering

John Maitland *John Burhoe*
John Bache *Joseph Sheehan*

Orr, Boragine, and McNulty of ERB all had their vacations during July and August.

Bill Ivatts has come up to EMY from FB. Glad to see you, Bill.

EMM welcomes the return of an old face, that of John Bortolin, who comes back to work here after an absence of six years.

John Graney took a few days for himself recently, and joined the late vacationers, as did Roy Gardner and George Murray.

Wilbur Fay is this department's representative among the American Legion boys who went over recently, "Ten Years After."

Mike Smith will give a new cake of soap to the person who borrows his, on application for same.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Our sympathy is with the family of Daniel Henderson, who recently passed away at the Pawtucket Memorial Hospital after an operation for appendicitis.

Henry Phelps, Tommy Horridge, and Frank Reed have moved into their new homes. Henry is now living in River-

John Grusacki, F XC, and his new Haines car

side off Pawtucket Avenue, Tommy is still in Pawtucket, and Frank is now living in Hoxie.

George Hawley spent his vacation at Rockport, Mass., and we understand that he enjoyed several large dinners. Incidentally, while George was away the foremen and the office force went down to Crescent Park on the evening of September 9 for a shore dinner. It was thought that there would be more for the rest of us as George wasn't there, but Charlie Cyranock and George Inman made up for it.

Tommy Wynne and Miss Dorothy Swanson of Seekonk were married on Labor Day and spent the following week in New York.

We are sorry to hear of the death of Herb Chamberlain's brother who died suddenly just as Herb was going on his vacation.

Jimmy Blessing spent a week in the Vermont mountains.

Frank Guss has left for a trip to the "old country."

Johnnie Nolan is all but overcome with sorrow at the death of his storeroom cat. He fed it so much of our good milk that it couldn't stand propserity and just up and died.

Jack Matthews finds it difficult to get used to the twelve hour shift. Some time ago he overslept and made the trip from his bed to the mill in nine and three-quarter minutes on an empty stomach.

Richardson has spent most of his summer travelling back and forth in the bay between Kettle Point and Crescent Park in his newly acquired launch.

Mr. Henderson is spending his vacation in New York and Atlantic City.

Antone Andred has lately acquired the Maxwell recently owned by Lloyd Allen and at latest accounts it was still answering its new master's call.

BOX FACTORIES

East Walpole, Mass.

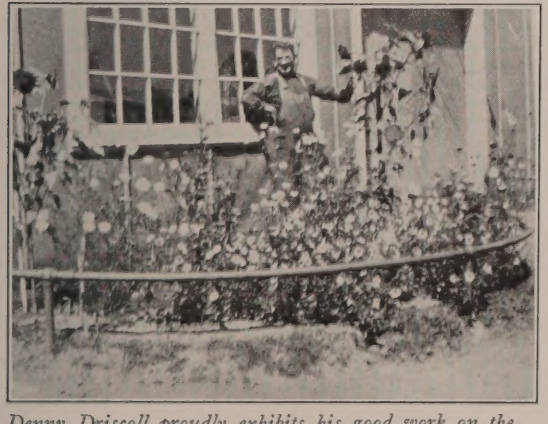
Albert H. Hammond — *Will A. Evans*
George L. Holland — *Charles S. Mutch*
Florence H. Slaney — *Mary Driscoll*

Earl H. Hansen

Bill Downing and Red Curran of FXF spent their vacation in Norfolk, Va.

Others: H. A. Nash, Fort Wight, Fisher's Island, N. Y.; Ralph Watson, in Canada. Reports a grand time in Quebec; John White, also in Canada, touring; Billy Koch went somewhere, but no one knows where, or how, or for why; Al Hammond—just vacationing.

Congratulations to Pete Flaherty, who became a father just too late to get mention in the last issue. It's a girl, and doing well.



Denny Driscoll proudly exhibits his good work on the gardens around FB

Fire drill at the Main Office and No. 2 Box Shop

And to Charlie Mutch also! Charlie and Pete just had to exchange cigars, for Charlie's little girl came the same day Pete's did.

Al Dowdie spent Labor Day at Niagara Falls.

Alphonse Sylvester is out sick, but we hope to see him back again soon.

FXC says "Hello" to Walter McKenna, who comes over to us from Canada.

Herman Lauble spent his vacation touring Western Canada.

Jimmie Laskey is out with a crushed toe, but we hope to see him back on the job again soon.

Katherine Brady recently spent two weeks in Holyoke, Mass., and Anne Davis returned from two weeks spent at home.

We are glad to see Frank O'Neil back at work after his injury.

Henry O'Brien has been drawn as a juror to serve at Dedham.

Ken Towle is going big game hunting up in Nova Scotia. He plans to bring home a moose. Good luck, Ken.

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Ralph Kolseth — *Charles Seavey*
Richard Stoddard — *John White*

L. M. Pratt

If you do not believe that "fine feathers make fine birds," cast your eye over Paul Sansone's Briscoe, just out of the moult.

Our old friend Bill McLauchlan is more than busy these evenings, tuning up Bird's latest venture in athletics, the Soccer Team. Good luck, Bill, keep up the old reputation.

Ralph Kolseth has returned from his vacation spent at Kennebunk. He has the old vacation color, and looks several pounds heavier. If he keeps on he will soon resemble Chief Justice Taft.

Other vacations: Doc Watson, living on scallops at Yarmouth; Henry Morgan, short trips with the family; Denny Driscoll, fishing and yachting trips, and looking after his flower garden and grounds.

Henry Bellew is now running a side line in second-hand mechanics' tools (the tools, we mean, not the mechanics), and refers all interested to Jep, who will vouch for Harry's business acumen.

Guilio, son of Atillio Tronti of FBL, won the first prize, a $5 goldpiece, at the annual school garden contest conducted by the Norwood schools during the summer months.

Coleman Foley reports the arrival of a fine baby girl at his home. Congratulations!

Straw hat winners at Chicago: Standing, left to right, MacDonald, Little, Schultz, Cox, Dyers, Williamson. Seated, left to right, Williams, Torrey, Conger, Spiers

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

Nick Ahrens, scale and winder man on No. 2 Machine is the proud father of a 10-pound son, who was born September 10 and will be called Nicholas Arthur.

B. Cozzi, coater on No. 2 Machine has been confined to his home for some time due to tonsillitis and will probably have to undergo an operation.

Ruth Anne, daughter of L. A. Lance, machinist, was married on September 17 to Clifford Springer.

John Matcha, assistant superintendent in the mill, reports that his little girl took second prize in a recent baby health contest. We are sending in her picture for the *Review*.

Tom Cooling has purchased a home out in what is known here in the office as "No Man's Land," where he will have as his neighbors Al Bohenberger and Herman Kleinow. This is becoming quite a popular place and we will have to call it the "Bird" addition.

We are glad to welcome C. H. Compton into our sales organization. He will take over the territory of Southern Alabama and part of Western Florida, formerly covered by Mr. Dyess. However, Mr. Dyess will continue his good work in Southern Mississippi.

The last ones to return after spending their vacations were: C. E. McEachren, who spent two weeks up in Canada; Mr. Stafford, Denver, Colo.; B. J. Overholt, Moline, Ill., and several points in Wisconsin; Bill Wilson, Michigan; Florence Morman, Wisconsin; Duke Perrizo, Wisconsin and Illinois.

Earl Clark is leaving for Valparaiso, Ind., to spend a couple of weeks at the lake there. Louie Freeman will be leaving soon for a trip around the lake. Bess Dunn is spending the last week of her vacation in Chicago. When these have returned, all will have had their vacations.

The old horseshoe game has been very popular here this summer but with cold weather just a jump and half ahead it is expected that bridge will come in for the favorite pastime.

Although no records have been broken recently, both No. 1 and No. 2 Machines have had several non-stop runs.

FLOOR COVERING PLANT AND OFFICES
Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

John Eppich has returned from a vacation spent in Carteret, N. J., Atlantic City, and New York City.

George Goodwin of FFR and Miss Louise Letts of Nahatan Street, Norwood, were married on Tuesday, August 30, at the home of the bride. They spent their honeymoon in New Brunswick, and are now residing at 37 Highview Street, Norwood.

Clarence Hagman has returned from his vacation, spent touring the White Mountains and the State of Maine; Felix Counter, FFR, saw all that was worth seeing in Montreal during his vacation; Dan Lehman got all tanned up at the various beaches in and around the Hub city; N. W. Tibbetts of FFR went somewhere in Maine, we could not find the town on the map, nor had anyone ever heard of it before; Vincent Lestan spent a week at Wareham.

We extend our sympathy to Elton Moore, whose mother died recently.

Al Jenkins came back from his vacation with a new suit. Quite different from the rest of us. What's the answer, Al?

Bill Wosner drove his Buick to Amsterdam, N. Y., and also to Saratoga Springs, presumably for the "cure."

Howard Ellis toured eastern Massachusetts during a short vacation.

Chester Dryden now has his own Chevvy touring car—watch his smoke.

Allen Piercy has been transferred to FFR from FFV.

Mike Shergals improved his garage and henhouses et al, with a coat of paint, and then rested from his labors by spending a few days at Wakefield, Vt.

Les Latham spent a week in Vermont and then returned home via Montreal (sort of a roundabout route, we'd say) and New York.

Felix Counter of FFR has purchased a Falcon-Knight sedan.

Sid Taylor toured Maine, New Hampshire, Vermont, Connecticut, New York and New Jersey during his vacation.

Elton Hamilton has moved into his new home on Cypress Street. All his spare time is put to good use on windows, lawns and driveways.

Arthur Bent has traded in his Ford roadster for a new Falcon-Knight. He claims it is a wonderful sensation to ride in a good car for a change.

Dan Morrison is the proud father of a baby girl, born August 28.

"Slim" Hanson bought a Nash touring car recently. He tested it on a trip to New Hampshire on his vacation, and repgrts it OK.

Chicago Office

B. I. Hindmarsh *Lillian Moe*

On Saturday, September 10, a duel golf meet with the 76th Street Roofing bunch was held. Hanna "copped" the first prize for the lowest net score, with an 81, while O'Connell, shooting scratch had a low gross of 86.

The four prize-winners in each of the foursomes were as follows: O'Connell, Moore, Schreen, and W. K. Smith. A very enjoyable time was had by all.

Virginia Szukalla, the last of the vacationists, reports a most enjoyable time spent at Stedman Lake, Michigan. She blushed considerably when mention was made of midnight moonlight, canoes, and so forth. What would a vacation be without a romance?

H. L. Mehlman, who spreads the good word of Neponset in a town where Fords will some day again be manufactured, passes on the following: "Mr. Watson, Assistant Buyer for the Crowley, Milner Company, Linoleum Department, told me today that a foreign-speaking woman came up to him while he was on the floor and asked for Bird's 'Impossible'."

There have been some peculiar pronunciations of "Neponset" but this one wins the waxed back billiard ball.

R. W. Westcott just returned from a trip extending as far south as New Orleans. Having 95 degrees temperature in Chicago we extended to him our sympathies for the hot weather he has gone through. The laugh is on us, however, as he has a pocket full of clippings from southern newspapers telling how the north was sweltering while the south was enjoying very comfortable weather. This is a funny world.

BIRD & SON'S SALESMEN'S PAGE

WITH space as limited as ever, we'll get right down to business, with just a short pause to inquire the identity of the contributor who sent in a sample of Floor Covering that had been through the flood (the Mississippi one, we mean). Who was it? We'd like to know, so we can run the story and give him credit.

First off comes Andy Spiers, of the Building and Roofing, Western Division, with an illustrated story:

Here you are, a picture I had visualized for the *Review* several months ago, but did not capture until August.

Neponset, I should explain, is a proud hamlet situated west of Chicago, about 150 miles, on the Chicago, Burlington and Quincy Railroad. They raise some mighty fine corn around Neponset, and let me add that that crop is at the present writing bringing the farmer ninety cents a bushel as against 60 cents last year. Corn is our principal crop in Illinois and this improvement lends much encouragement, pointing to a long delayed farm building program for this fall and next year.

Harlan and Rollins, Bird's representatives in Neponset, top the list of business houses to the left of the board shown in the picture.

The board is situated along the main highway and advertises one of Illinois' oldest towns. Can you imagine anyone reading this and failing to associate with this substantial community a well-known brand of roofings? Thousands of tourists have read this sign.

The Spiers quartet in the foreground are trying to tell you that they are boosters for Bird products and for their native state of Illinois.

Well, Andy, that's a mighty interesting and unusual story. Are there any other towns named Neponset—except the Massachusetts one that many think is the site of our mills? Let's hear about 'em if there are.

Now comes L. L. Thompson, Eastern Division Roofing, with a little sales-argument-testimonial story. Says L. L.:

I enclose a snap of Mrs. C. B. Stephen's cottage at Blue Ridge Summit, Pa., the roof of which is covered with Bird's Hexagonals, red slate surfaced.

These shingles were selected by the purchaser because they are more uniform in color than some other makes, and the shade of red seems to be more attractive.

The cottage is along the Western Maryland Railroad, quite close to the tracks, and it was necessary to have a roofing that was known by test to be cinder and spark proof, and fire retarding.

Until this summer the attic rooms in this house were almost unbearable on hot nights. Now, with Bird's "Hex" shingles over the old shingles, the attic is almost as cool as the first-floor rooms. The insulating value of these shingles is high.

Mrs. Stephen also found that using our wallboard on the ceiling of the cellar and our Neponset Floor Covering on the first floor made a wonderful difference in the temperature of the cottage in cold, damp weather.

The shingles were applied by John Sprankle and purchased from Bushy and Son, Cave Town, Maryland.

Good stuff, L. L., and we'll send a copy of the *Review* to Mrs. Stephen. She deserves one as a good Neponset user and booster. Anyone else with any stories like the ones so far? Shoot 'em in! Or any other kind for that matter.

A true "Neponset house" at Blue Ridge Summit, Pa.

To close, we have one of two stories sent in by Andy Borgh, Floor Covering Salesman in Florida. We selected this one, rather than the other, because, as Andy tells us, it is drawn from his own imagination. It contains a new slant on an old point that, properly used, should help to sell Neponset. The scene is laid in a furniture store where a lady customer is talking to the salesman:

"Good morning, Mr. Register. Did you get that little table I wanted?"

"Why, no, Mrs. Smith. You see I've been on my vacation and . . . ."

"Vacation," broke in Mrs. Smith, "I don't believe in vacations. This old-fashioned idea that everyone must have a one or two weeks' vacation every year is all tommyrot. Why, since you sold me that new Neponset rug for my kitchen it has made it so bright and cheery, and it has done so much to lighten my housework that I believe I'll never need a vacation. I tell you that if every woman had one of those Neponset rugs that I have, they would nearly have a vacation all the time in their kitchens. And, being happy and contented all the time, their husbands wouldn't have to take a vacation to get away from them."

And here is "Neponset Town"

BIRD & SON ATHLETICS "STILL HANGING ON"

BIRD'S WIN PENNANT

ALTHOUGH the curtain was rung down some time since on the 1927 season, it is certainly fitting to pay tribute to the Bird & Son Baseball Team, who again won the Walpole-Norwood Industrial League Pennant. This year the Bird nine won both halves, and no play-off series was necessary.

During the season they played 28 games (up to September 14) of which they lost but seven, one of these being a forfeit game with Curity. They scored a total of 208 runs to their opponent's 110.

After the first few weeks of the season things settled down into a battle between Bird's and Curity for league supremacy. The teams were evenly matched and presented ace-high baseball in practically every contest. The Bird nine finally won out, but only after a hard battle.

Whole credit can be given to no particular player, but to the team as a whole all praise is due. They played as a unit as they never did before. To every member then, from "Bullet" White, captain, and "Top" Geary, manager, down to young Sline, the mascot, our sincere appreciation, and heartiest congratulations.

You must LOOK to be safe.

TARR IS TENNIS CHAMP

THE singles tennis champion of East Walpole for 1927 has at last come to light in the person of Eddie Tarr of Department AC. At least, as the final winner in Group A of the elimination tournament, Eddie seems to merit the title.

In Group B, John Saulen came out on top, and in Group C, Cornelius Gardner of No. 1 Box Shop was the winner.

These three leaders will be presented with cups.

It is certainly the opinion of all that this has been the best season in tennis for a long while, and that much of the success is due to the providing of the additional new courts in Francis William Park. The grouping idea in the singles also aroused much new interest, since it provided an opportunity for players of all degrees of ability to enjoy the competition.

In a typical Floyd - Sawyer, Chase - Chase battle, the former two finally won out when Sawyer remembered he had to catch the New York train. The score: 6-1, 6-8, 8-6, 6-1.

SOCCER GETS GOOD START

THE best-ever season in Bird athletics is not yet completed, for a new member has made his appearance in the Bird & Son athletic family, and from all appearances he is destined to be a healthy, thriving and successful youngster.

Certainly the new Bird & Son Soccer Football Club made an auspicious entry into the local athletic field, when the team won its first played game, defeating the Armenian-Americans, Saturday, September 17, to the tune of 7 goals to 1 goal.

The first scheduled game was not played, due to the non-appearance of the Fore River team. The crowd was heartily disappointed when the game was finally called off at 4.30. Manager McLauchlan has put in his claim for the two league points that constitute the prize for winning.

The Bird team has been admitted to the Boston and District League, and will play its games away from home as well as on the new Athletic Field. Both local and away from home contests will be announced in advance, and a full schedule published if possible.

Management of the team is in the hands of Bill McLauchlan of the Building and Roofing machine shop, to whom all questions should be sent. Bill is assisted by Robert Hood, head coach, who works with John White and George Murray, while Patrick Campbell is trainer-in-chief.

These five handlers represent a wealth of soccer knowledge, having been cradled in the game across the Atlantic. They have followed it consistently in America, fully believing this greatest inter-nation football game would some day be a magnetic drawing card among the outdoor games of Uncle Sam.

Handlers and players alike are wildly enthusiastic over the prospects of a championship soccer team for Bird & Son, and they guarantee to produce one if it is humanly possible for them to do so, provided they have the following they deserve.

For the benefit of those who do not know soccer, let it be said that little or no knowledge is needed to watch a game and understand the scoring, and that the information and instruction necessary for a real appreciation of fine points will gladly be given by anyone connected with the team.

Soccer is fast and furious—something like hockey, something like baseball—but far better than either in the minds of those who follow and play it.

(Continued on next page)

The Bird & Son Soccer Team. Back row, left to right: William McLachlan, Manager; Patrick Campbell, Trainer; Charles Rafuse, John Foster, Charles Mutch, Herbert Hinson, Robert Davidson, Robert Hood. Center row, John Smith, Edward Morrow, Herbert Stott. Front row, James McCombe, Robert McLachlan, Walter Mc Kenna, Maurice Tarr, James Mullin.

Following was the Bird & Son line-up for the game with the Armenian-Americans:

Goal Tender, Charlie Mutch

R. Full Back	L. Full Back
I. Smith	H. Hinson
R. Half Back	Centre Half Back
Bob McLachlan	Ed Morrow
L. Half Back	Centre Forward
Bert Stott	Bob Hood
In. R. Forward	In. L. Forward
W. McKenna	M. Tarr
Out R. Forward	Out L. Forward
R. Davidson	Jim McMullin

Scorers: Hood 3, McKenna 2, Tarr 1, McMullin 1 for Bird & Son. Davidian for Armenians.

Here Is Soccer Made Easy

IN order that those who have never seen or do not understand thegame of soccer may be able to watch a contest with more enjoyment, we are printing, in two or three installments, some of the outstanding points and rules.

There are two teams of eleven men each. Two 45-minute periods are played, with a ten-minute rest between them. No substitutions are permitted in the line-up. An injured player may leave the game and return later, but no one may play in his place.

After the line-up and kick-off, which are similar to those in American football, both teams endeavor to score by placing the ball through and under the opponent's goal posts. A goal counts one point. The team scoring the most goals wins.

No player except the goal tender may touch the ball with his hands, and he is under certain limitations in this regard.

There are various "fouls" in the game, somewhat similar to those in basket ball and hockey. For instance, if one player fouls another inside what is known as the "dreaded penalty" area, the team for which the fouled player is playing is allowed a "spot kick", or free try, at the goal.

At all home games, an announcement will be made after each goal, or at any time when the spectators may be in doubt as to what happened, telling the nature of the play and the players involved.

BIRD'S
NEPONSET REVIEW

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Published Monthly by the Employees of Bird & Son, inc.

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LET US HELP YOU GET AHEAD

IF 75,000 people over 21 years of age follow a certain procedure every year, with the idea in mind of bettering themselves, there ought to be something in what they do, hadn't there?

There certainly had, and there certainly is something in what they do, for every year, in the state of Massachusetts alone, these 75,000 people enroll in some form of educational course.

Educational opportunities grow greater each year. They are greater this year than ever before. And you need not seek far, nor pay much, for instruction is readily available in any subject you care to choose, and at the price you wish to pay. You may study during the day, at night, at regular periods, or at your own convenience.

The opportunity is there for you to grasp and to make the most of. If you wish to know more about it, the Library is well stocked with information, and will be glad to get further particulars if you desire.

DANIEL HENDERSON

WE record with extreme regret at this time the death of Daniel Henderson, Bird & Son Old Timer, who passed away on August 29.

Dan came to work for Bird & Son in October, 1893. He was for many years in charge of the wad department, and, after working in several other departments at the local plants, went to the Phillipsdale office.

During his stay with us, Mr. Henderson was always active at work and in company projects. He was one of the prime movers, organizers and boosters for the Mutual Benefit Association and served as its secretary for many years, holding several other offices as well.

Although Dan has not been at work for two years or so, he will be sincerely missed by all who knew and, knowing, liked him.

SUGGESTIONS

A TRIPLE tie for first place in the 1927 Suggestion Contest was the outcome of the September meeting of the committee. E. C. Rafuse, SM, and John White, FBM, came from behind to tie with Arthur Spinks of FFV for the lead. Thus three men and three mills are out in front for the prize awards.

But the others are not far behind, and if last year's battle is anything to judge by, this is not the time to make any decision as to the winners.

The following suggestions were accepted at the meeting in September:

Print pattern and size of rug label	Michael Connolly, FFV
Make bays in FF24 higher	Michael Connolly, FFV
Valves on silicate meters	John J. Goonan, FXC
Stops on scale platform	Allan J. Hill, FFN
Screen for emulsifier tank	Allan J. Hill, FFN
Change brake handle, DFGM2	Louis Maida, DFG
Two-inch angle iron on continuous roll, DMPM2 broke beater	Herman Nordstrom, DMP
Rams as tools in EMM	E. C. Rafuse, SM
Wheel guard for FF messenger's bicycle	Edward Schaier, FF
Install spocket and chain drive, DMPM5 top felt	George Wallace, EMW
Renewable motor leads on electric truck motors	John H. White, FBM
Two-piece guides on FBM15	John H. White, FBM

Safety Looking means comfort.

VETERANS' LIST

WE give below the names of those whose fifth, tenth, fifteenth and twentieth anniversaries fall during the month of October, together with those who complete over twenty years service during the month:

			Yrs.
John H. Maguire	10-12-1882	Main Mill	45
John Dower	10- 1-1895	Maintenance	32
Charles T. Derry	10-12-1897	Retired	30
H. L. Engley	10- 9-1901	Drafting	26
Victor Purdy	10-12-1907	Maintenance	20
Alice Fales	10-28-1907	Boston Office	20
Antonio Wosniak	10-11-1912	Box Shop	15
John P. Dolan	10-31-1912	Box Shop	15
Peter Didicks	10- 4-1917	Floor Covering	10
George E. Smith	10-27-1917	Building & Roofing	10
John Donahue	10- 2-1922	Paper Mill	5
Fred H. Center	10- 2-1922	Office	5
Severio DiChellis	10- 5-1922	Box Shop	5
Anton Tamasankas	10- 7-1922	Floor Covering	5
Jacob Yesikenas	10- 7-1922	Paper Mill	5
J. W. Walsh	10-11-1922	Building & Roofing	5
Sandy Flamingo	10-16-1922	Paper Mill	5
Antonio Unaley	10-17-1922	Box Shop	5
William Doyle	10-22-1922	Maintenance	5
William H. Donohue	10-23-1922	Maintenance	5
F. H. Bagley	10-23-1922	Sales (Floor Cov.)	5
James L. Allen	10-25-1922	Sales (Roofing)	5
Andrew B. Center	10-25-1922	Box Shop	5
Della McDonald	10-25-1922	Finishing Mill	5
Martin Kane	10-27-1922	Paper Mill	5
Jesse McDonald	10-30-1922	Main Office	5
Althea Garland	10-30-1922	Finishing Office	5
Catherine Downey	10-30-1922	Office	5
Violet Zimmer	10- 2-1922	Chicago	5
Thomas Henehan	10- 9-1922	Chicago	5
David Lowry	10- 5-1922	Phillipsdale	5

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Super Twins Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated
Refrigerator Insulating

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

CHARLES SUMNER BIRD

1855 1927

THIS ISSUE OF

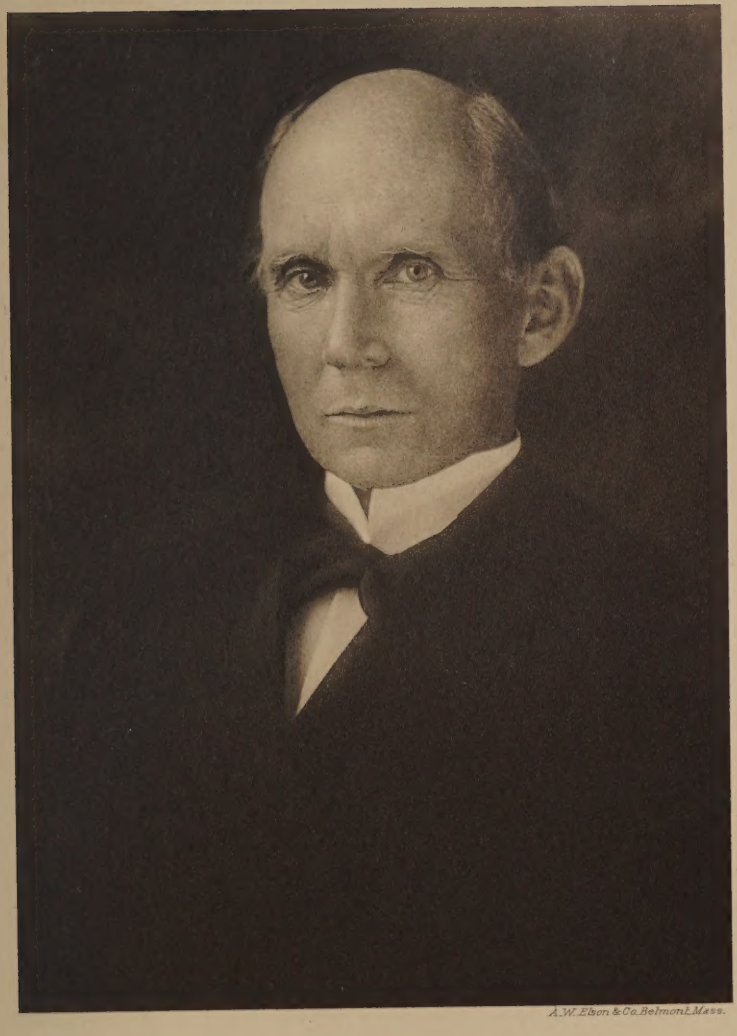
BIRD'S

Neponset

REVIEW

Dedicated to the memory of our late president

VOL. XV NO. 11 NOVEMBER 1927



A.W. Elson & Co. Belmont, Mass.

CHARLES SUMNER BIRD

Born August 18, 1855 Died October 9, 1927

CHARLES SUMNER BIRD — 1855 - 1927

CHARLES SUMNER BIRD, President of Bird & Son, inc., died at his home, Endean, East Walpole, Sunday evening, October ninth, following a two years' illness.

His death, while not entirely unexpected by those who knew of his long suffering, came as a staggering blow to all of us.

Many Bird & Son workers learned of Mr. Bird's death on Sunday night, but the majority knew nothing of it until the start of work Monday morning when the newspapers carrying the sad message and flags half-masted gave evidence of his passing. Even now we can hardly realize that we shall never see him again—that a remarkable man has passed on forever.

It is given to few men to reach the heights attained by Mr. Bird and to few men indeed the ability to arouse and hold as he did the loyalty and affection of those associated with them in business regardless of position. It was for all of us a wonderful privilege to know him, and the memory of his dynamic and inspiring yet kindly and sympathetic personality will remain with us always.

Funeral services were held Tuesday afternoon, October eleventh, at one-thirty o'clock, and were attended by leaders in the business and political life of the state, several hundred employees and many friends and neighbors.

The service was conducted by Rev. John H. DeVries, rector of Epiphany Church in Walpole, assisted by Rev. Harrison Bird Child of Medfield, a nephew of Mr. Bird. The service followed the Episcopal ritual. Music consisted of organ and vocal numbers under the direction of Mr. Stone, organist and choirmaster of the Church of the Advent, Boston. The Church of the Advent choir sang.

Several hundred Bird & Son workers assembled on the lawn at the east of the music room in which the body lay. They then filed past the bier directed by the ushers chosen from the various plants.

The pallbearers were former Governor Robert P. Bass of Peterboro, N. H., George D. Dutton, Arthur F. Johnson, Howland Twombly, Robert M. Washburn of Boston; John H. Smith, Philip R. Allen, George R. Wyman and Elmer H. Bartlett of Walpole; and Herbert H. Miller of Norwood, Harrison B. Child of Medfield.

Representing the Class of '77 at Harvard were E. S. Martin, Arthur B. Denny, Herman Burr, William Farnsworth and Charles K. Cobb. The Roosevelt Club was represented by President Robert M. Washburn, Cleveland A. Chandler, Augustus P. Loring, Charles P. Curtis, Jr., Mrs. George W. Perkins and Robert Reid. Governor Fuller was represented by Mrs. Fuller.

The services took place in the music room at the Bird home. Floral tributes came from workers in the mills and on the estate. Governor Fuller sent a large wreath and others were received from the Republican Club of Massachusetts, the Women's Republican Club, of which Mrs. Charles S. Bird was formerly president; the Roosevelt Club, and from many other organizations and individuals.

After the service the body was taken to Forest Hills for cremation. There was a brief service of prayer and one hymn, "The Strife is O'er." The ashes will be buried in Mr. Bird's family lot at the East Walpole Cemetery.

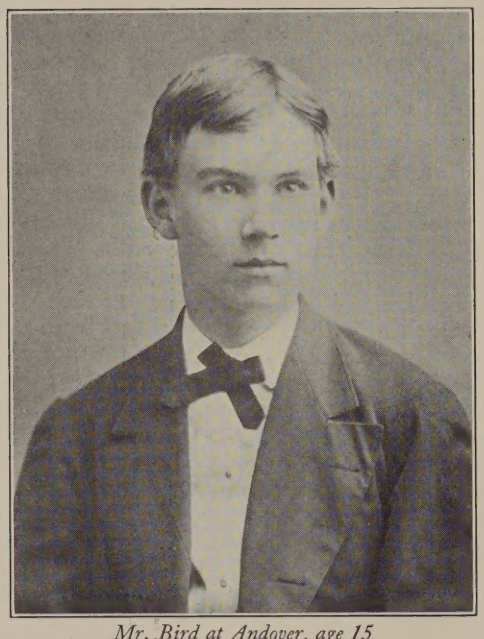
The Bird Mills closed at twelve noon. Town offices in Walpole were closed from one to three o'clock and the stores, offices and plants of other concerns suspended operations during the time of the funeral services. The flags of the State House at Boston were set at half-staff during the hour of the funeral.

The ushers were as follows: Axel H. Anderson, Chester H. Andrews, Philip H. Bailey, Donald A. Chase, Charles W. Conrad, Eugene L. Connolly, Dennis J. Cullinane, Ralph S. Clarke, Charles P. Cowan of Montreal, Thomas M. Crowley, Phillips Dennett, Halburton Dobbins, Fred B. Duncan, Frank W. Fisher, Richard C. Floyd, James J. Geary, William F. Geary, Thomas M. Graney, Marshall H. Grant, George M. Graves, John J. Hale, Michael J. Hawkins, Thomas G. Henderson, Frederick H. Hird of Chicago, Albert R. Jenkins, Daniel A. Jones, James H. Kivlin, William P. Landy, Edwin M. Lines, Charles O. Littlefield, John H. Maguire, Thomas P. Maguire, Spencer B. Montgomery, William R. McNeil of Montreal, Harry N. Mann, Benjamin D. Rogers, Allen H. Russell, H. Eugene Sawyer, Jr., Carl Schaier, Stephen W. Smith, James E. Smith, John M. Smith, Michael F. Sheehan, George W. Towle, Jr., Andrew C. Urquhart, John J. White, William W. Wilson of Chicago.

Mr. Bird is survived by Mrs. Bird, who has long been active in political life, a leader among Republican women in this state and prominent in civic activities; by three children, Charles Sumner Bird, Jr., of Walpole; Edith H. Bird, wife of former Governor Robert P. Bass of New Hampshire; and Joanne C. Bird, wife of Arthur F. Johnson of Boston; and by twelve grandchildren.

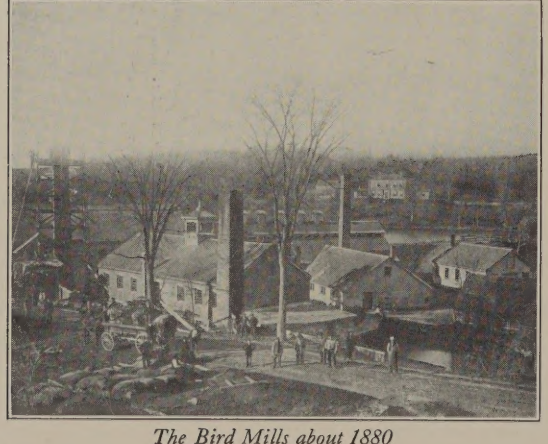
CHARLES SUMNER BIRD—HIS LIFE AND WORK

CHARLES SUMNER BIRD, the second son of Francis William Bird and Abby Newell Bird, was born August 18, 1855, at Walpole, Massachusetts. He came from distinguished ancestry, statesmen, ministers and soldiers of the Colonial and Revolutionary Wars. Among



Mr. Bird at Andover, age 15

his ancestors were John Haynes, Governor of the Massachusetts Bay Colony and first Governor of the Hartford Colony, the Reverend John Wilson of Boston and the Reverend Thomas Hooker of Newtowne, men of integrity, courage and ability. He was a grandson of George Bird, the founder of our business in 1795. His father was a prominent anti-slavery leader and an intimate friend of Charles Sumner, John F. Andrews, the Civil War Governor; Horace Greeley, Henry Wilson and others of their type. Francis W. Bird was a forceful influence in the Republican Party during and after the Civil War period and was widely known as "The Sage of Walpole."



The Bird Mills about 1880

Mr. Bird received his early education in the public schools of Walpole. He prepared for college at Phillips Andover Academy and graduated from Harvard College in the Class of 1877. He was a prominent member of his class, holding membership in the A. D. Club, Hasty Pudding Club, D. K. E., and other societies. He took a leading part in class affairs and in athletics, playing on the baseball team in '76 and '77 and for some years holding the quarter-mile record for the University. Mr. Bird achieved the honor of winning the first mile race ever held under the auspices of the Harvard Athletic Association. His name thus appears as holder of the first mile record at Harvard.

In 1871, Francis W. Bird, Jr., his elder brother, entered the business. He died in 1874.

It was Mr. Bird's intention to become a lawyer, but as his father's business was disorganized, he felt it was his duty to put it on its feet again and so began at the bottom to learn paper making. He donned overalls and worked with the little group of twenty who constituted the entire mill force at that time.

The plant of 1877 would be lost or would have passed almost unnoticed, at least, among the Bird & Son buildings of today. There was no steam power. All machinery was driven by water, which often meant during the dry season that the mill shut down and the men went to making hay or some similar work. The product at that time was paper, book, tarred hardware, tack and wrapping papers predominating. There were no salesmen and the nearest railroad to the plant was at Winslow station in Norwood. Business was conducted by letter. In common with many others, it was a slow moving concern.

Mr. Bird learned the business thoroughly. The first few hours of every day were spent in the mill. Each morning he would come running down the hill and get to work before

the whistle blew. About the middle of the forenoon he would go to the office and work there, with a short rest for lunch, until about two o'clock. Two hours or so in the mill again and then back to the office until six o'clock was the usual routine. He ordered supplies and raw stock, helped to manufacture the products and, as the business grew, made frequent selling trips to New York and elsewhere.

Often after a hard day's work in the mill as a laborer he would spend part of the night in the boiler room studying the most favorable methods of generating steam or on some other problems in the plant. By such thoroughness he mastered every phase of the business.

On a breakdown or an emergency, Mr. Bird often pitched in on a moment's notice wherever his help was needed. At the time of a big freshet in the early spring, he worked all one night and most of the next day cutting ice away from the dam, helping to save it from going down stream.

Mr. Bird always lived near the mill and for many years was on call twenty-four hours a day. In case of an emergency of any kind he wanted to be notified and, as some of the Old Timers who used to go up to call him say, "He never had to be called twice and many times he heard the first step on the porch and would call down to learn what the difficulty was." At the time of a fire he was one of the first on the scene and there was no gamble, no risk that he would not take in such a fight.

His work brought him into actual contact with every kind of work and worker in the mill and office and he was soon admitted as a partner under the firm name of F. W. Bird & Son.

From the very first of his control he had extraordinary success. His executive ability was supreme—a ceaseless, tireless worker, he always set the pace and expected others to follow at the same gait.

When he came from his home, which has always been within a stone's throw of the mill, and crossed the dam,—he was all work,—sternness prevailed throughout the day, and it was rare that any change was manifest until the day's labor had ceased, when his whole attitude changed so that you would hardly believe he was the same personality.

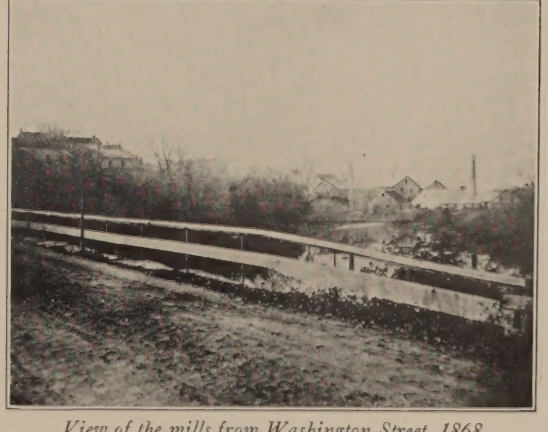
He enjoyed horseback and bicycle riding and he boxed to keep in condition. Mr. Bird was always interested in participating, attending or providing diversions that afforded good clean sport. He was fond of the woods and outdoor

Mr. Bird at 22

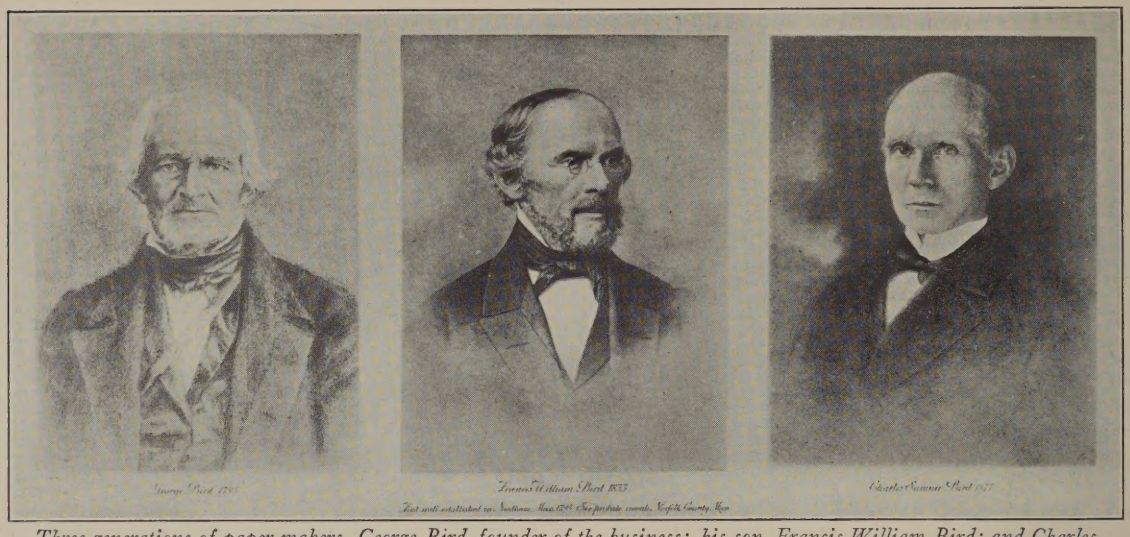
life and for many years made trips to the north country with his friends or members of his family on hunting and fishing expeditions.

On August 20, 1880, the mills were destroyed by fire. They were immediately rebuilt and enlarged.

At this time Mr. Bird had developed, in addition to the early paper products, cartridge and wad papers. He became, in 1885, a pioneer in the manufacture of boxes for tacks, nails and



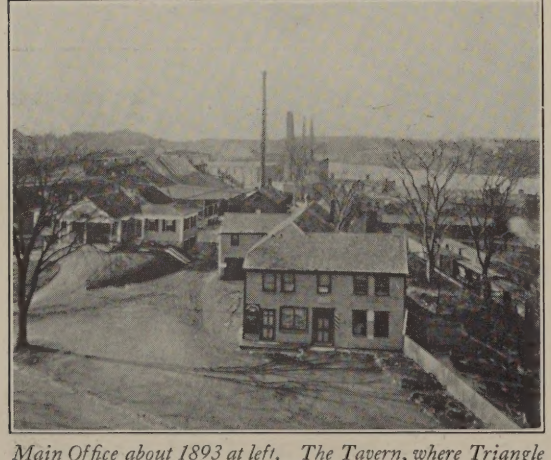
View of the mills from Washington Street, 1868



Three generations of paper makers. George Bird, founder of the business; his son, Francis William Bird; and Charles Sumner Bird, representative of the third generation

screws. It was during this period also that he was the first to manufacture waterproof papers containing no tar. One of the first of these was black waterproof building paper which was soon followed by red rope roofing, the forerunner of our roofings and floor coverings. Here was the beginning of converting the paper and felt manufactured at the Bird mills into specialties—paper boxes, solid fibre and corrugated shipping cases, roofings and building papers, and floor coverings.

The new products met with success. This meant further expansion of the plant. New buildings were erected, steam power was installed, and the working force was increased.



Main Office about 1893 at left. The Tavern, where Triangle Building now stands, on right

Before bringing out a new product, Mr. Bird invariably determined in advance whether or not a need existed for it. Once convinced that the need did exist or would come, he proceeded to manufacture the goods. Here we come to another policy which was invaluable in insuring success—quality goods. From the very first he insisted on quality. Slightly defective material was destroyed, shipments were recalled or goods already in use were replaced if it was found that they were not up to standard. Such a policy took courage and cost money, but it has always been vindicated.

His father, F. W. Bird, died in 1894. He purchased the business and carried it on without partners until 1913.

During the next ten years Mr. Bird began to build the industry of Bird & Son as we know it today. The paper mill was enlarged and thoroughly modernized, the Old Box Shop was erected. In 1904 the Building and Roofing Plant was built in Norwood, just over the Walpole line. The next year a mill was built in Hamilton, Ontario, Canada, for the manufacture of roofing and waterproof papers.

In 1907 a mill was built in Phillipsdale, R. I., for the manufacture of felt and in 1908 a felt mill was purchased in Pont Rouge, P. Q., Canada. During these years the plants at East Walpole and Norwood were expanding, the number of products greatly increased and the working forces enlarged.

Mr. Bird was now ready to add further to the already large list of Neponset Products. Nearly twenty years before, in 1893, experiments then conducted showed the practica-

bility of a felt base floor covering. The matter had come up from time to time, and conditions being right, the Norwood Floor Covering Plant was built in 1911. At about the same time the manufacture of fibre shipping cases was started and in 1913 No. 1 Box Shop was built and later enlarged. In 1917 a roofing plant in Chicago, Ill., was purchased. In 1913 Mr. Bird formed a partnership with Philip R. Allen and Charles S. Bird, Jr., under the name of Bird & Son. On May 10, 1918, the firm of Bird & Son was incorporated.

During all these years a large portion of the company's earnings have been put back into the business in the form of improvements and extensions. Since 1918 the capacity of all mills has been increased, especially the floor covering plant, which has increased several times.

Notwithstanding the tremendous growth of the business and his added responsibilities, Mr. Bird was a familiar figure to the men in the plant, especially in the paper mill. He always took a keen interest in practical mill problems. He would, without hesitation or preliminaries of any kind, fall into conversation with workers everywhere—first regarding some phase of the business that the person was interested in or working on—and then it became a personal visit. Very often his questions would be regarding the man's health or that of his family. He talked and advised many men on matters of diet or exercise and the importance of keeping fit. He wanted his workers to be healthy.

His conversations were usually short and to the point. He wanted the truth and would forgive a man a costly mistake if a straightforward story was told.

As the mills grew in size he was increasingly insistent on cleanliness, good appearance, and the maintenance of all buildings and equipment in first-class shape. Dirt was abhorrent, neatness essential. He believed that money expended in keeping the departments clean, buildings painted and machines in good repair would repay itself many times over. This it has certainly done and, moreover, has given the Bird mills an enviable reputation for cleanliness.

Mr. Bird has always maintained the most cordial relations with his employees. There has never been a strike in the history of the firm. In 1903 his was the first mill in Massachusetts and the second in the country to adopt a working schedule of three shifts of eight

An office group in 1898. Mr. Bird is first on the left in the back row

hours in place of the two shifts of twelve hours each. In all plants he established sound policies of providing good working conditions, adopting fair and just hours of labor and of paying good wages, knowing that such policies would attract and hold the better class of workers. He has always taken a keen interest in and made generous provisions for the health, safety, comfort and happiness of his employees.

Under his leadership Bird & Son, inc. has grown tremendously. In the number of employees it has increased almost a hundred fold —from twenty in 1877 to nearly two thousand in 1927. The number of products has increased from less than a half dozen to more than fifty. Bird Neponset Products, under a name that stands for quality and square dealing, are distributed from coast to coast and in many foreign lands.

Mr. Bird has contributed very materially to the prosperity of the communities surrounding his plants by providing steady, enjoyable work for those living in these localities.

The Main Office About 1900

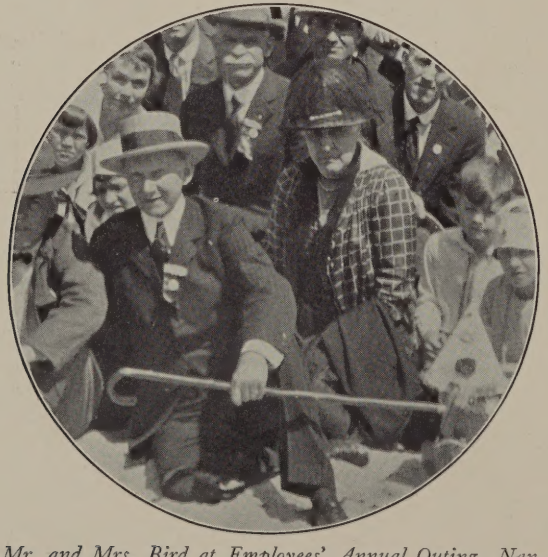
Mr. Bird, second from left, with three employees having longest service with company—1924

His list of public gifts includes the land for the Walpole Public Library, the fountain in the square in Walpole, a large playground and a swimming pond in Norwood.

The creation of Francis William Park, and its completion after his illness began, typifies his generous nature and his thoughtful provision for the future good of the community in which he lived.

His interest in manly sports was manifested by the magnificent athletic field he built and dedicated to the boys of Walpole.

Mr. Bird was a personal friend and an admirer of Theodore Roosevelt and his principles. He was drafted into politics against his wishes and was a candidate for Governor of Massachusetts in 1912 and 1913. The story of his political life is well known to many and told by others elsewhere in this number.



Mr. and Mrs. Bird at Employees' Annual Outing, Nantasket, 1924

The Editor of the North Adams, Massachusetts, Transcript has caught the spirit of the man in an editorial of unusual strength published October eleventh entitled "A Typical New Englander."

"It seems to us that the brief, significant eulogy, 'a typical New Englander,' that has been pronounced for Charles Sumner Bird, would have pleased him more than any other, just as it fits him better than any other.

"All the energies of his whole life, as it was spent in the development of the industry that he saved and built up, as he pioneered for a higher social order and a better standard of living in the communities clustered about his plants, and as he participated in the political life of the Commonwealth, seem to have been directed toward the achievement of certain definite ends, at once progressive and practical, forward-looking and sound, that were worthy of the sturdy men of another generation who established their communities on the rockbound coasts and behind the forbidding forests of the New England States.

"That he personally saw many of these ends attained by his own handiwork, or politically, hastened by the influence of his campaigns, and that he saw them stand up under the test of practical experience, is a tribute both to his industry and to his vision.

"When he succeeded to the direction of an enterprise that was handicapped by outdated methods of manufacture and administration, he cut away from hampering precedent with typical New England courage and installed methods that were, at that time, revolutionary. But they were sound, and they worked, and the mills grew and prospered.

"When he was gaining, at its machines, his own experience of the paper-making trade—which meant, in his case, a decent respect for old established practices that were still sound, but an abrupt impatience with those that were retained simply because they were old and established—he was also gaining the fixed impression that the conditions under which he and the men about him were working were not only far short of the ideal, but that they were short of the nearest possible, practical approach to the ideal; that they could be improved without working the ruination of the industry. And he proceeded, when the opportunity came to him, to establish a new schedule of hours and pay that represented a

An airplane view of the Bird mills in June, 1927. A comparison of this picture with the earlier ones shown elsewhere tells better than a thousand words the story of Bird & Son's growth

radical departure from the then-accepted standards. His ideas here, too, were revolutionary at the time, but they too worked, and eventually the rest of the industry, as we know it in New England, caught up with him.

"It was natural for a man of his type to be attracted to the progressive movement in politics when that movement crystalized beyond half-baked, visionary yearnings into a definite, clear-cut program. A typical New Englander, he joined wholeheartedly in a movement that was sound and forward-looking, that aimed at certain, definite needed reforms in the political life of state and nation. He knew that the administration of the Commonwealth's business had become top-heavy and expensive, complicated by numerous, slow-moving commissions that meant scattered responsibility, wasted motion, painful, creaking progress, and unsatisfactory returns to the citizens on his tax investment.

"He stood upon a platform that demanded a sensible, businesslike administration, with responsibility properly centered in the executive officer and the legislative branch, with the terms of these men lengthened to permit them to accomplish between elections and without the constant distractions of political campaigns, their fixed objective.

"As a candidate he was not successful. But he lived to see the principles in government for which he had stood adopted, one by one, until the sound reforms he knew were needed a dozen or more years ago had taken place and the practices that he had asked the opportunity to install have become the practices of his Commonwealth, their installation undoubtedly hastened by his work.

"Sometimes, and to some people, the picture of a typical New Englander is the picture of a moss-backed, cobwebbed reactionary whom progress has left behind. The picture is inaccurate. The first New Englanders were pioneers. The typical New Englanders today, yesterday, and tomorrow, have their spirit. And Charles Sumner Bird was typical."

TRIBUTES

Tributes to Mr. Bird have come from far and near. We have selected a few from the many:

Please accept my heartfelt sympathy in the loss of your esteemed husband. He was a citizen of whom Massachusetts was justly proud. I am extremely disappointed that an engagement of long standing in Portsmouth, N. H., prevents me from attending the funeral. Under the circumstances Mrs. Fuller will go alone, but I did want you to know that nothing but a firm engagement would keep me from going back to Massachusetts to pay my respects to your distinguished husband.

A telegram from Governor Alvan T. Fuller to Mrs. Bird.

"Voted by The Roosevelt Club, Inc., Boston, by its executive committee, this October 10, 1927: In the death of Charles Sumner Bird on October 9, Massachusetts has lost a citizen of marked capacity and high honor, who thought and worked first for its welfare. He was a symbol of the pre-eminence of Massachusetts manufacture. He put to the front the protection of the employee. He was the first Republican layman of the state. He was the first president of the club. He was its first and always staunchest ally. Voted further that the president appoint a delegation to represent the club at the funeral, that he send flowers, and that the secretary spread this vote on the records, with a copy to the family and the press."

A resolution adopted by the Executive Committee the Roosevelt Club.

When the outstanding tribute to a man who has just died takes form, by common consent, in the phrase, "He was a great citizen," that man has made a success of life. No more appropriately can the late Charles Sumner Bird be remembered than as one who contributed much to the community in which he lived, to the State whose interests he made his own and to the party upon which he urged the highest of ideals. The promising business property he inherited had been neglected by a famous father, overzealous for the now vanished cause of Abolition, and Charles Sumner Bird not only rehabilitated it but made it one of the largest and most profitable industries of its kind in the country.

This, however, would not have been so much a distinctive accomplishment had he not conserved equally the welfare of his employees with his own, and the Bird plant at East Walpole became a model. It was put on an eight-hour basis long before the pressure of union agitation and of public opinion forced a general reduction in the working hours of factory people. And Mr. Bird lived among the men and women whom his enterprises supported, and to him the town of Walpole and neighboring Norwood are indebted for a very high quality of civic development.

The same spirit of helpfulness, the same zeal for advancement, he carried into politics. He never aspired to public office for its own sake, but when Theodore Roosevelt reasserted his leadership of a large element of his party for the purpose of furthering policies which he believed were progressive, Mr. Bird followed him; and, knowing that political ideals prove sterile without open champions, twice he offered himself as a candidate for governor, that these ideals might be advanced. He made himself one of the most powerful political figures in the State and added lustre to the names of the great families which he himself bore and to which he was related. It is part of his reward that many of the principles for which he fought are being incorporated into the laws of the land.

Editorial in the Boston Transcript.

In the death of Mr. Charles Sumner Bird, Massachusetts loses one of its outstanding business leaders, and what is still more important, a genuinely public-spirited citizen. He took life seriously. Conscious of the great tradition of his family, he early threw himself into political and public affairs, unsparing of his time, generous of his resources, eager to see the better cause prevail. Essentially a liberal, he espoused the Progressive movement of Roosevelt's time, and led the way in forcing the constitutional convention upon the Republican organization of the state. He did this because he believed in reasonable concessions to the rising tide of popular feeling in our great democracy. He would never live elsewhere than beside his great industrial plant; as a matter of duty he took a similarly vigorous and individualistic stand upon other questions of the day. Brought up to a liberal attitude toward alcoholic liquors, he came to think this a mistake, particularly in its industrial relations, and became an outspoken advocate of prohibition, as he was of woman suffrage, by which that cause is strongly buttressed. He disapproved of the League of Nations and proved an unsparing critic of President Wilson. Mr. Bird was one of the men who had opinions on the great public questions and was not timid in their expression. We need more like him.

Editorial in the Boston Herald.

Charles Sumner Bird, whose death at his home in East Walpole has taken from Massachusetts one of her outstanding citizens, was well named. The enthusiasm with which his father regarded Charles Sumner did not result, as such enthusiasm often does, in a name which the son's career was to make grotesque. Although his role was played on a smaller stage than that on which the famous senator was one of the chief figures, Mr. Bird's life and public service were distinguished by a fearless and outspoken loyalty to his own conscience and ideals.

It was the intensity of that loyalty, the high standard of those ideals, which made Mr. Bird an influence in industrial life and in public affairs not to be measured by the nominations for the governorship which he accepted and more often declined.

Much has been written in deserved praise of the great ability of the late Judge Gary of the United States Steel Corporation. Mr. Bird was also a notably successful manufacturer and captain of industry, although on a smaller scale. But there was a significant difference between the two men. Judge Gary resisted the eight-hour day in the industry which he dominated. Mr. Bird, although without the strategic advantage of such domination, led the way, established the eight-hour day in his plants while the 12-hour day still generally prevailed throughout the industry, paid his workers their old wages for the shortened hours—and succeeded.

The interest which Mr. Bird took in the welfare of his operatives made his views on the 18th amendment important and significant. Although originally opposed to the amendment practical experience with some of its results made him one of the strongest advocates of prohibition.

Editorial in the Springfield Republican.

Charles Sumner Bird is dead. His kindly voice is stilled. His useful life is ended.

In politics he was a prominent figure, in industry a great leader and in his daily life a lovable man.

The town of Walpole—Mr. Bird's home town, weeps above his bier.

Many are the tales told of his tender heart, his generous impulses, his high standard of honor, his humane theories, his love of work and his constant effort to promote fellowship and brotherhood among his employees. He was always an ardent advocate of the spirit and principle of cooperation and under his skillful management the great industries of which he was the head prospered and grew. The men who wore white collars and the ones who wore overalls, alike took pride in the boast that they were members of the great Bird family.

Indeed, it is doubtful if any other great captain of industry, within recent years, has passed on to the great beyond as genuinely mourned as Charles Sumner Bird.

There was a something about the man—the emotional side of his nature perhaps, and his great sincerity which made of him an outstanding character in the community, the friend of rich and poor, the companion of all.

Editorial in the Walpole Times.

There is little need of piling up eulogies, of heaping up verbal tributes to the man, his character, his work, and wisdom.

His life and character are an open book, well worth reading for the youth of today in any walk of life. His wisdom has been a million-fold justified in the great strides that his business has taken.

No verbal tributes and no eulogy, no matter how trenchant, could be greater praise of the man than the simple tale of his life and work. The story of his life and accomplishments are at once a monument to his character and an inspiration to those who survive him.

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The towns of Norwood and Walpole, the community at large, the state, and the nation, lose a wise industrial head, a generous benefactor to everything of merit and a good, useful citizen.

The entire population of Norwood and Walpole, more closely associated with his works and benefactions, mourn in common sympathy with his family, whose loss is the entire community's.

Editorial in the Norwood Messenger.

"In the death of Charles Sumner Bird, which occurred at his home in East Walpole on October 9, Massachusetts loses one of her foremost captains of industry. Mr. Bird was perhaps best known to the public as a political leader, but it was in the industrial field that he made his most enduring contribution to society. He was an idealist, and here he was able to translate his idealism into practical service. He was a master producer and a master salesman; and because he maintained always the highest standards in the conduct of his business, the market for his product steadily broadened and his name became a synonym in his trade for quality and integrity.

"And of course he reaped the material reward of honest, efficient service. He made money. But Mr. Bird never thought of money as an end in itself. He thought of it only in terms of the good he could do with it; how it could be used to make his product better, to improve conditions for his employees, to make his community a better place in which to live, to bring about needed political reform, and generally to lighten the load of his less favored brothers.

"In politics he was not as successful as he was in industry, but he was always a force to be reckoned with, and there is no doubt that the Commonwealth is better for his activities in that field. It can truly be said of Mr. Bird that he served his fellow men, and we know of no finer epitaph."

Editorial in "Industry," official magazine of the Associated Industries of Massachusetts.

The outstanding characteristic of the late Charles Sumner Bird was his devotion to the advancement of social justice. Positive in his convictions it sometimes seemed that his judgment was in error, but he was ever admirable in that he did not stop with lip service. For the things in which he believed he was ready to give effort and make sacrifice. His management of his great industrial enterprises offered numerous incidents of his desire to make life richer and broader for his fellow men even at the cost of personal profit. He joined in the Theodore Roosevelt movement and stood as the champion of divers reforms because he thought them representative of justifiable popular aspirations. And he never lacked the courage to amend his views when he became convinced that these had been wrong. Notable instance of this was in the matter of prohibition. He was opposed to the adoption of the 18th Amendment, but upon reaching the conclusion that its restrictions had been beneficial he became a staunch supporter of the sumptuary laws.

Mr. Bird was not always right. But more men like him would make this commonwealth and this republic "righter." One cannot but admire the man who formulates his principles through the workings of gifted mind and a stout heart and who in support of those principles is always ready thereafter to surrender for their support gain, prestige, personal advancement and sometimes even the affection of friends.

Editorial in the Worcester Telegram.

Charles Sumner Bird was outspoken in his political views, rising above petty partisan interests to a larger view of what he believed to be for the welfare of the government and of society. However reluctant many Republicans in Massachusetts may have been to follow his leadership, they never had occasion to doubt his sincerity.

Editorial in the Fall River Herald-News.

The death of Charles Sumner Bird of East Walpole, twice candidate for Governor of Massachusetts, removes from the Bay State a nationally known figure and a man who had devoted his life to the industrial development of that state. He was really the father of the eight-hour day employment, as he first gave the men of his industry an eight-hour day.

He was a typical New Englander, tall and thin, and was thoroughly imbued with that sound and solid common sense typical of the thrifty business man.

. . . Massachusetts and New England have lost one of their loyal citizens.

Editorial in the Portland, Maine, Press-Herald.

Charles Sumner Bird, whose death at seventy-two has touched the hearts of thousands, was a progressive citizen and business man long before the Progressive Party movement, headed by Roosevelt, called this Massachusetts paper maker to become its leader in this Commonwealth. Back in 1903, some years before the twelve-hour shift in mill industries drew popular condemnation, Mr. Bird abolished that practice in his plant, and paid men the same

The main entrance gates, Francis William Park

amount for eight hours' labor he had previously paid for twelve.

The enormous industry of Bird & Son at East Walpole, with its wide diversity of products and its famous handling of employees' welfare, is an impressive monument to the organizing genius and human sympathy of this forward-looking man, who for nearly half a century guided the business.

Editorial in the Boston Traveler.

"In recognition of the loss which has been sustained in the death of Charles Sumner Bird, the Republican Club of Massachusetts here inscribes upon its records its appreciation and gratitude for the great services rendered by Mr. Bird to his state and country in the business and political fields.

"No more appropriately can the late Mr. Bird be remembered than as 'a great citizen.' Endowed with intellectual strength, possessed of courage and sound character, and experienced in the practical affairs of business and finance, he gave without reserve of his capacities to the community in which he lived, to the State whose interests he made his own, and to the party upon whom he urged the highest of ideals.

"The same spirit of helpfulness, the same zeal for advancement in business and industry, he carried into politics. Twice he was a candidate for governor of our Commonwealth at a time when his party had as its purpose the furthering of policies which he believed were progressive. In his death the public has lost a great leader."

A resolution adopted by the Republican Club of Massachusetts at its semi-annual meeting held at Boston on October 13.

Altogether, Mr. Bird was a man of strong convictions, honest in his beliefs, fearless in his advocacy of what he conceived to be right and just, and evincing at all times a humane regard for the welfare of the working people. As such he undoubtedly exerted a marked influence on public opinion in Massachusetts, numbering his admirers by the thousands and commanding the respect, at least, of those who could not always agree with him.

An editorial in the Springfield Union.

In addition to the comments in the press, messages from many men in all walks of life were received. Extracts from a few of these follow:

"I had a very great regard for Mr. Bird and a lively appreciation of his high character and great usefulness. His life was one of constant contribution to all that is good and just. No words of mine can express adequately the great loss to the community."

Hon. William M. Butler.

"He had such a high sense of public duty and such independent convictions to which he was ready to sacrifice himself, and such broad intelligence and wise vision, that he leaves vacant a unique place in our civic life."

Hon. Frederick H. Gillett.

"His whole life exemplified his fidelity to high ideals. He was a recognized leader of men and the many benefactions which marked his business and public career brought to the fore the sterling qualities of his fine character.

"As a friend and neighbor I mourn his loss."

Hon. Frank G. Allen.

"I feel this morning like a soldier in the midst of a battle who has just lost his leader. Probably you do not know what an ardent admirer of your father I have been. You may judge how I feel when I say that I can think of no man of Massachusetts now alive who has given more real service to the State and to the Republican party than your father.

"I want you and your whole family to know that you have my deepest sympathy in your great bereavement."

Hon. William S. Youngman.

"Secretary of Labor Davis, who is traveling in the West, has asked me to extend to you his sincere sympathy. I am sure that the Secretary admired Mr. Bird, as all of us who knew him and his work did. New England and the country, as a whole, suffered a real loss when he passed away."

Hon. W. W. Husband, Second Assistant Secretary.

"On behalf of the Class of 1877, and for myself, personally, I wish to extend to you at this time the heartfelt sympathy of each one of us. Your husband was one of the most loyal, as well as one of the most prominent members of the Class and on many occasions showed his great interest in our affairs.

"He presided at our Fortieth Anniversary Dinner and at our recent Fiftieth Anniversary he was of course very greatly missed.

"His successful career and his wise management and humane relations with his working people have been followed with the greatest interest by his classmates."

Gardner W. Allen, Class Secretary, '77.

"His death is a distinct loss to Massachusetts. Men with his public spirit are not so common but what they will be missed."

Joseph W. Martin, Jr., M. C.

The swimming pool, bath house, etc., at Francis William Park

"Massachusetts can ill afford to lose Charles Sumner Bird. He represented a long and honorable tradition. His achievements in manufacturing, business and public life are well known and his death will lead to their review. I wish to add a word to record an enterprise in which he gave his heart in these last years—the creation of Francis William Park in East Walpole. The inscriptions on the bronze tablet at the entrance, the main entrance on Washington Street, tell the story briefly. They read:

FRANCIS WILLIAM PARK
Created and endowed by
Charles Sumner Bird Anna Child Bird
for the
People of Walpole
A. D. 1925

FRANCIS WILLIAM PARK
Dedicated to the Memory of
Francis William Bird
1881—1918

"Francis William Park is a beautiful tract of 70 acres in the heart of East Walpole. Its general character is that of the New England meadows and hillsides at their best. Every feature of Francis William Park has been carefully studied and planned under Mr. Bird's direction and the consistency of the scheme as a whole has been constantly in mind. One of the principal attractions is the swimming pool. Large rocks and natural boulders, with open beaches between, are so arranged as to give the place a cool, pleasant, natural appearance. There are many other features, including the music court, the construction of which is now nearing completion.

"In order that Francis William Park might be more perfect and more restful as a park, Mr. Bird has provided a tract of about seven acres nearby for use as a separate Athletic Field—'Constructed for the Boys of Walpole by Charles Sumner Bird, 1926.' This area has been carefully graded and laid out to meet the highest specifications of a first-class professional athletic field for major sports.

"There are many records of Charles Sumner Bird's industry, integrity, leadership and public service, but I doubt if there is any monument that will be more enduring or that will express more beautifully his high standards and his good-will to his neighbors and fellow citizens. Francis William Park will endure and be a testimony to the high ideals and generosity of an old-time American gentleman."

John Nolen.

United States Senator George H. Moses, commenting on Mr. Bird's death recently, declared that Mr. Bird had enjoyed a brilliant career, and continued,

"I often recall a rapid fire correspondence between us in 1920. Mr. Bird was very strongly opposed to the League of Nations, and wrote me that he would like to make some speeches in my campaign of that year. I thought the matter over, and came to the conclusion that I could make the best use of him in the educational centers of Exeter and Hanover. But Mr. Bird immediately wrote that he could see what was running through my mind.

"Mr. Bird said that he did not desire to speak to a group of college professors and the intelligensia, but that he wanted to talk to an audience of men and women who toiled with their hands. They were the people Bird said he knew best, for he saw them every day, had worked with them, and felt he knew them. Accordingly, he spoke to audiences in Manchester and Nashua where his speeches were effective because he was able to point out to working men and women the ways in which the League would have affected them."

SPEECHES AND WRITINGS REVEAL HIS CHARACTER

CHARLES S. BIRD possessed the faculty of putting into words, spoken or written, thoughts that expressed his ideals and policies, and those of the company, as perhaps no one else could.

His annual messages printed each year in our Holiday *Review* were looked forward to as letters of inspiration.

Mr. Bird speaking from the Post Office steps, East Walpole, October 25, 1913

The following are extracts from some of these messages and addresses of our late president:

"One thing more before I close: I have often heard it said that it is impossible to do business successfully along the lines that are taught by the gospel of Christ. As I understand it, the gospel of Jesus as applied to business is along the same line as the square deal talk of Theodore Roosevelt. In our selling organization we must strive to do to others as we would be done by. Never promise more to a customer than we can fulfill. Always try to give to the customer more, rather than less, than we promise. Never try to sell our products by depreciating the character or the products of our competitors."

From address at Annual Convention of Salesmen, 1912.

"It seems to me that an eight-hour day for tour workers in paper mills is as long as anyone ought to work and I hope to live to see a law passed in all states of this country compelling all industries which work twenty-four hours continuously to adopt the three shift basis. Since we adopted this plan about half of the mills in Massachusetts have followed our example, but only eight per cent throughout the country.

". . . We have also established a minimum wage for our employees, both men and women, and we believe we have established the minimum wage above the living wage, at least in this locality. We refuse to employ men or women at a wage lower than the one established. I believe that it is just as important that men should have a living wage as that women should and we hope to keep the wages so that a thrifty, saving and temperate man can support his family in comfort and save something for his old age.

"While we are obliged to consider the wages paid in other mills which are our competitors, nevertheless, we feel that we ought to pay a fair wage for a fair day's work, independent of what other mills do; that if we cannot pay a fair wage and a living wage, we ought not to be in business."

From "Hours of Work and the Eight-Hour Shift," Neponset Review, March, 1913.

"Employers have fought every move for the amelioration of the conditions of labor regardless of the rights of the other side. They have fought needlessly many times, and have gone to extremes. The result has been that they have forced the wage earners to go to extremes, too. There is no way in which one side could learn of the viewpoint of the other. It is the wrong principle, and labor troubles will not be stopped until this attitude on the part of the employer is changed."

Written in 1919.

"So long as we maintain this reputation for high quality, and so long as we uphold a spirit of loyalty, efficiency and square dealing we need have little fear for the future of our business. The greatest satisfaction of my life rests upon the mutual affection and respect which I have faith exists between our employees and myself."

From annual message, 1920.

"And now, friends, we must not forget that no one can get something for nothing—not in the long run. Work counts the most. It is a greater asset than genius, talk, or money.

This country has been built by the sweat of workers and not by the talk of slackers. Work has done the most to upbuild us and it will do the most to keep us going. As it has been, so will it be."

From annual message, 1922.

"I am more than ever convinced that without religion the world would be a poor place in which to live. I mean religion in the broadest sense—the kind so wonderfully exemplified by the words and deeds of Jesus Christ.

". . . One test of our business is the human fruit it develops—the character and the spirit of our workers from the top to the bottom of the ladder. If our business helps to make the home life in this community happier and more useful, if our material prosperity is reasonable and fairly distributed among our different units, then, and then only, can we claim to have laid the foundation of an enduring and worthy business association.

"Friends, the spirit of comradeship and cooperative endeavor has been the greatest asset in the upbuilding of our business. That spirit pervades our organization today to a greater degree than ever before, and that is why I have great confidence in our future success."

From annual message, 9124.

"Our success has been achieved, mainly, by fine cooperation and hard work, supplemented by the policy of paying moderate dividends, thus strengthening our financial structure by ploughing the bulk of our earnings into our business."

From annual message, 1926.

"We are still a family, though much larger than we were when I came here. Of course, we are not so closely knit as we were fifty years ago when we were quite small, but I believe that the brotherly feeling still exists in our membership. May it always be there. Much, of course, depends upon the young men and women who are coming into our organization. They must set the pace.

"We must try to maintain the get-together and keep-together spirit. It has been our greatest asset. It has kept us from serious misunderstandings in the past. It is about fifty years since I began life among you, hardly a school boy. I do not believe the word "cooperative", was known at that time, but we "cooperated," we worked together.

Mr. Bird in a forceful speaking pose, 1913

I called every man by his first name and we worked shoulder to shoulder to get the old ship back to a safe course.

"When the craft got out of danger the work we had done seemed nothing compared to the satisfaction of success and so we have gone on and on strengthening the business until today we are on a firm foundation, I believe, to withstand any competition. We could have moved faster but we believed a moderate gain each year would be safer and in the long run more profitable.

". . . I believe that the young men of today have a greater opportunity than ever before. If we are to grow we shall need ability of the highest order. Buildings and machinery are easy to construct, but men who have real ability and willingness to work are difficult to find."

From annual message, 1927.

One of the last messages from Mr. Bird came during a telephone conversation with a department head a few months ago, when he said:

"Current business conditions mean nothing to me. What I am interested in is producing quality goods and giving service. These, plus everybody being on their toes, will produce results."

BIRD'S
NEPONSET REVIEW

Vol. XV. NOVEMBER 1927 No. 11

Published Monthly by the Employees of Bird & Son, inc.

MILLS: East Walpole and Norwood, Mass.; Phillipsdale, R. I.; Chicago, Ill.

SALES OFFICES: East Walpole; New York; Chicago; Minneapolis; Columbus; San Francisco.

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As Vice-President of Bird & Son, inc., Mr. Allen was asked to contribute the only editorial for this memorial issue.

CHARLES SUMNER BIRD
1855—1927

THOUGH not unexpected, Mr. Bird's death came as a distinct shock to us all. We, here, are not thinking how he will be missed as a great New Englander and a great leader in industry; or as a man who looked on public service as the greatest obligation of a good citizen; or as a man of high purpose who kept faith with his ideals steadfast to the end. We think only of the personal loss of a leader, counsellor and friend—for no man could ever ask for a better friend than Charles Sumner Bird.

All the fine traditions and traits of New England character were his to an unusual degree. He had a keen mind, rugged honesty and independence in thought and action. He was a great leader in business, with a vision tempered by practical experience and common sense. He was a man of strong convictions. He always expressed them forcefully. He had high ideals. He never compromised.

We cannot have a feeling of sorrow but rather one of thankfulness for the full and useful life completed; for the end of the long period of sickness and suffering; for the memory of his example and of his wonderful indomitable spirit which is ours to keep.

The business of Bird & Son, inc., to which Mr. Bird has devoted his whole life, is built on solid foundations. The fundamental policies are clean cut and simple. The one thing we must do is to keep on building along the same lines. Many times during the last two years, Mr. Bird has spoken of the great pride he had in the success of our business; of the great faith he had in the ability of the organization to live up to the best traditions and ideals of this old New England institution.

We cannot and will not fail to justify this faith.

P. R. A.

Employees' Resolutions

Through the medium of a letter, every member of the Bird organization recorded his profound sense of loss in the passing of their president and expressed their sympathy to Mrs. Bird.

The presidents of the associations representing the Bird workers were directed to send to Mrs. Bird and members of her family a copy of the resolutions. The letter follows:

October 24, 1927

Dear Mrs. Bird:

The Old Timers Club, Employees Mutual Benefit Association and the Bird Club, representing all the members of the Bird organization, desire to offer to you and your family our heartfelt sympathy in the loss of Mr. Bird, our most honored and respected President.

It is given to few men to reach the heights attained by Mr. Bird and to few indeed the ability to arouse and hold as he did the loyalty and affection of all those associated with him in business regardless of creed, race or position.

While we will miss his counsel and guidance in our daily tasks, he has set us an example which we will follow proudly and faithfully, with reverence and respect for him.

Please accept these expressions as a token of our love and esteem for this great friend whose life has been and will be an inspiration to us all.

Most sincerely,

Carl Schaier,
President, Old Timers Club.

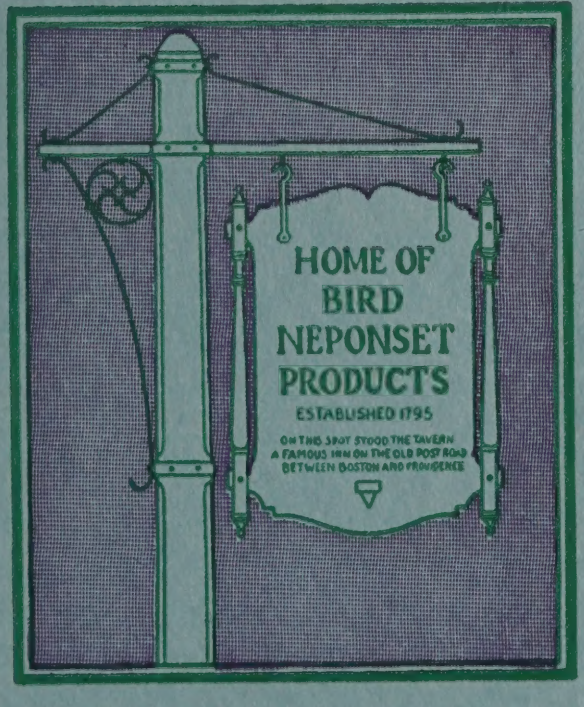
Marshall H. Grant,
President, Employees Mutual Benefit Assoc.

Eli L. Chamberlain,
President, Bird Club.

Mrs. Charles Sumner Bird
Endean
East Walpole, Mass.

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Mass.



Boxes and Special Papers Quarterly

VOL. XV NO. 12 DECEMBER 1927

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Minneapolis, Columbus

Warehouses
Chicago, Baltimore, Everett, Mass., Brockton, Mass., Minneapolis

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Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLAIN

Labor Bureau Manager, BENJAMIN D. ROGERS

Asst. Treasurer and Credits, DIMON E. MERRILL

FLOOR COVERING SALES

Bird and Son Sales Corporation

President, PHILIP R. ALLEN
Vice-Pres. and Sales Mgr., H. EUGENE SAWYER, JR.
Sec. and Treas., HERBERT H. MILLER

Eastern Mgr., WILLIAM B. ROGERS, JR.
Western Mgr., RALPH W. WESTCOTT
Pacific Coast Mgr., L. W. PROUTY

Branch Offices
Boston, New York, Chicago,

Warehouses
Baltimore, Camden, Chicago, Cincinnati, Dallas, Detroit, East Walpole, Grand Rapids, Houston, Indianapolis, Kansas City, Milwaukee, Memphis, New York, Pittsburgh, Richmond, St. Louis, St. Paul.

BIRD'S NEPONSET REVIEW

Vol. XV DECEMBER, 1927 No. 12

Here's How We "Go to Press"

FROM the yellow copy paper on which the editor writes these lines to the coated magazine stock from which you read them, this story will go through many interesting processes, most of them in our own printing department, FXP.

From the few lines at the top of an office memo pad, to a 24-page *Review*, cover and all, the Printing Department produces each year millions of pieces of printed matter.

But to come right "close to hum," all business depends upon printing. You come to work in the morning and pay your fare with a car or train ticket—printed. All day long either you or someone in your department uses printing—on letterheads, labels, work orders, instruction sheets. You go home at night and read the newspaper—printed. Once a month you read the *Review*—and that's printed.

All of which is perfectly easy to write, not too hard to read, but which doesn't explain the mysteries of the printing art. Perhaps the easiest way to explain it would be to follow the *Review* through from the start to the finish—or from "copy" to the finished product you now hold in your hands.

We will pass over the period which the editor devotes to getting the material together, writing it, and the rest of the preparatory moves.

Our first consideration, then, is the "copy"—or the manuscript. This story is finished let us say, typewritten on several pages. It must now be read over for mistakes in spelling, grammar, coherence and all the rest of those pesky things. Then it must be marked with various signs and symbols to indicate these corrections and to show the size of type in which it is to be set. This story is set in 10-point type.

The copy is then sent down to the Ambrose Press in Norwood, to be set up. Here the various sheets are given to girls who operate Monotype composing machines. Space does not permit a detailed explanation of this marvellous mechanism. Briefly, the Monotype works like this:

It consists of two machines, one that "composes" and the other that "casts." The composing machine looks something like a typewriter, only with a lot more keys. As the operator reads the copy in front of her, she punches the corresponding letters on the keys. These keys operate a device that in turn punches a certain number of holes in a particular position on a strip of paper that runs through the machine. Thus, when a page or two of copy has gone through this process, the paper roll begins to look very much like a music roll for a player piano.

Those who work in FXP. Back row, left to right, Arsene Marchand, William Duquette, Elmer Bursley. Second row, Walter Hartig, Alvah Bridgham, Frank Meyer, foreman, Ethel Havey; front row, Julia Dolan, Anna Duffy, Frances McDavitt, Alma Walsh, Marion Brady. Insert, Rose Friary. Not in picture, Martha Dee, Frank Eisenhauer.

Let's say this story is all punched out in the "piano roll." It is then taken to the casting machine. Briefly, again, the composing machine casts, in type, one letter at a time, as much copy as is fed into it, written in the little punched holes on that roll of paper. It works on somewhat the same principle as a player piano. For as those little holes in the paper are passed over a certain part of the machine, compressed air shoots in or out of the holes, we forget which, and works a device that moves another which casts this letter—"A."

The letters are cast in molten metal, which, however, cools and hardens almost instantly. The monotype machine, working at average speed, will set about 165 letters per minute, which, on the *Review*, means about 3¼ lines per minute of this size type.

One after the other, then, the letters in this

Figure 1. *Making up a page of the Review*

story are cast. At the end of each line the machine, which has been set to cast a line of a certain width only, automatically shoves the line just set ahead, and starts in making another one, letter by letter, space by space.

Thus, when this story is run through the machine, we have before us a long column or two of type, set to a certain width.

This column is then slid onto a metal tray, and becomes a "galley." As the *Review* moves through "the works," the galleys grow in number until there are anywhere from 12 to 20 of them.

The galleys, or long pans of type, are then fastened securely, loaded into a truck and brought up to the Printing Department, where there is more work to be done.

Each page of the *Review* must be put together, or "made up" separately, and Figure 1 shows you how this is done. Several lines of type are taken from the galley and put into place in the page form. Then several more lines are taken, and also put in place, and so on.

On almost every page of the *Review* appears a picture. This picture is printed from a half-

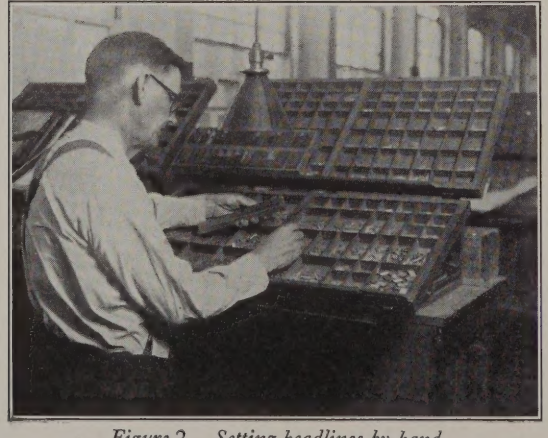


Figure 2. *Setting headlines by hand*

tone plate, or "cut", which calls for another thumb nail sketch as to how these cuts are made.

A glossy print of the photograph to be reproduced is sent to the engraver. He first mounts it before another camera, and takes a picture of the picture on a sensitive glass plate. In this process a strange thing happens. In order for the completed metal plate to print, certain parts of it must, of course, be higher than other parts. Otherwise the ink would just smear over the whole business, and nothing but a black square would show. So the picture is split up on the glass plate by placing a very fine screen—on the same principle as a window screen—between the original picture and the glass plate.

By a very complicated process this photograph on the glass plate is transferred to a metal plate—copper in the case of most *Review* pictures, and, by means of etching with acid, parts of the screen are eaten away, and parts remain; the entire

Figure 3. *Locking up the form*

plate being made up of tiny points which catch the ink and print it on the paper.

If you can't believe this, take a magnifying glass and look at any one of these pictures, and you'll see the dots as plain as day.

Well, then, this metal plate or cut, bearing the reproduction of the picture is mounted on a block of wood, and sent to FXP, where you may see it at the top of the page which is being made up, in Figure 1.

The headlines, and some other matter for the *Review*, are set by hand, and Figure 2 shows you how this is done. The type, in separate letters, is set into a composing "stick" or gauge, which is set to the width of line desired.

When all the body type, headlines, and cuts (or illustrations) are put in place, the page is taken to the "stone" or "imposing table." A regular issue of the *Review* contains 16 pages and is printed in two halves, sections, or in the printer's jargon, "forms."

A form of the *Review* means 8 pages of it, which

are grouped inside a frame or "chase." Now another strange thing about this whole business is that pages 1 to 8 are *not* printed in one form. You can prove this for yourself. Take a piece of paper and fold it through the middle, and then across. Now, without tearing them apart, number your pages in order from 1 to 8, as they will appear when finished. Now open the sheet, and you'll find that pages 1, 4, 5, 8 are on one side, and 2, 3, 6, 7 on the other.

Figure 3 shows you how one-half of the *Review* looks in the chase, all ready to be locked up, or in other words, made tight. All around the inside of the chase, up and down between the pages, and in various other places, you will see numerous devices which serve to hold the whole business together. Wooden and metal strips, used to fill up the larger spaces, are called "furniture." Smaller and thinner strips, made from metal, and used to make a space where a space is needed, are called "leads," pronounced like the metal.

Finally, on the very edge, next to the chase are the "quoins," pronounced like the thing we all want a lot of. These quoins, when worked by a key that fits into them, will expand, and thus tighten and hold together everything that is inside the chase—type, cuts, furniture etc.

When everything is tight, level, and generally ship-shape, the form of eight pages is lowered to a truck, and rolled down the room to the press.

Here it is take from the truck and laid flat on the "bed" of the press, right side up, and is securely fastened in. After it has been fastened the press is started, and the form starts on a joy ride. Back and forth, back and forth, goes the bed of the press, bearing that form of type. Now, up above the form are two important parts of the press. The first is a series of rollers which slide over the form, every time it makes a round trip, giving the form a thin coating of ink.

The second in a drum, or cylinder, over which sheets of paper pass, as they are fed into the press. This cylinder just barely brushes the top of the form as it goes galumphing back and forth, and thus, if a sheet of paper is on the cylinder, and is passed over the top of the moving form, that sheet of paper is printed with 8 pages of the *Review*.

Which is just what happens. When the paper has been printed it comes round to the top of the cylinder, and is passed off onto a carrier, which deposits each sheet at the end of the press, as shown in Figure 5.

This is only a starter for the printing process, however, for after a sheet or two has been run through, the press is stopped, and the process of "make-ready" begins. Now, in spite of the fact that all type is set to a certain height, and all cuts made the same way, there are certain little variations in the surface of that form which must be remedied, or the form will not print evenly.

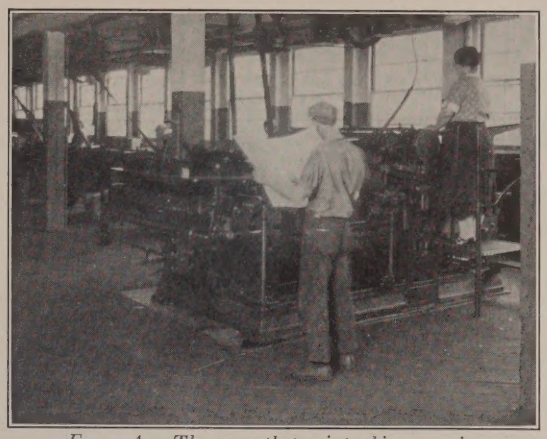


Figure 4. *The press that prints this magazine*

This is done by means of thin sheets of tissue placed so that certain parts of the form will receive more pressure than other parts, and by certain other adjustments.

When the make-ready, which takes several hours, has been completed, corrections made, and the form locked tight again, the press is started once more, and runs continuously with only necessary stops, until the required number of sheets are printed. The process is then repeated with a form containing sheets printed on the reverse side of the sheet. Our story is now in print.

These large sheets are then cut, and run through the folding machine. The covers, which have already been printed on a smaller press, are brought out, and the two halves and the cover put together, stitched, trimmed and counted.

Following this they are distributed by mail and messenger to the nearly 3000 readers of the regular *Reviews*—to the 9000 or 10,000 who read some of the Quarterlies, and to the 15,000 and more who receive the Holiday Number.

But while telling the story of producing the *Review* serves to tell also about the Printing Department, it should be understood that this magazine is only a small part of their work.

A typical day's work for the printing department might involve the following jobs in process of being set up, made up, printed, bound, etc.:

10,000 roofing labels, 50,000 labels for floor covering, 150 safety bulletins, 250 stock record cards, 2,000 manila folders, 3,000 consumer letters, 2,700 Credit Union lists, etc, etc.

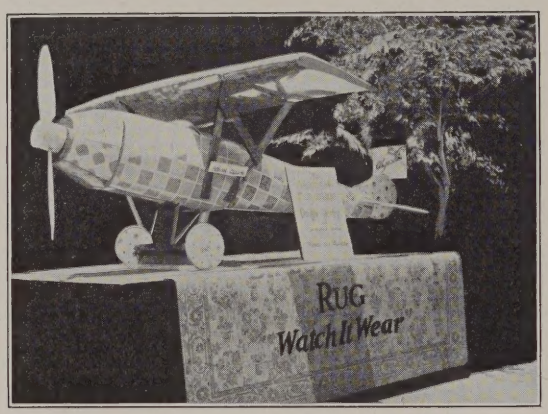
In two typical months FXP handled nearly 300 orders. In a six-month period they recorded very close to 6,000,000 impressions—which means several times that number of actual printed pieces, since many jobs are printed two or three or more at a time.

So when you read your *Review*, or use an office or mill form, or look at your pay envelope, think of the Printing Department, and the important part they play in the Bird & Son scheme of things.

BIRD & SON SALESMEN'S PAGE

THE five-dollar prize award for the best contribution to the salesman's page, sent in before October 15, is hereby awarded to Ed Gallup, Building and Roofing salesman in the Eastern Division, whose story follows herewith:

Probably one of the most successful plans of getting a new dealer has been to get him to agree to take on our line providing the salesman sells half of the car before the dealer places his order. I have used this method of getting a new car account in four different states, New York, Pennsylvania, Maine and Massachusetts, so I guess it will work anywhere.



The "Neponset Monoplane" in a Honolulu, Hawaii, store

Invariably the last 10 or 15 squares of the half-car are the hardest to get, and sometimes seem unattainable. The toughest one I ever ran up against occurred this summer in a little Massachusetts village which boasts of 200 inhabitants when they are all at home.

I had sold all but 18 squares of my half-car, but could not seem to find another prospect, when I heard of a church which was to be re-roofed. This would give me more than I needed if I could only land the job. The church committee I had to convince consisted of two men and three women, all fine people, but each with a different conception of the kind of shingle the church ought to have.

I tried to get the chairman to call a meeting so that I could talk to the committee as a whole, but it seemed impossible to agree upon a date and hour. I was on the verge of despair, but started out in an endeavor to round up each member.

All but the chairman were finally convinced that our Super-Twin would just fill the bill, and he claimed he was neutral, but, as I later found out, was actually in favor of another type of shingle. The affair seemed at a dead-lock and I was due to start on my vacation the next day. Probably by my return some better salesman would have the roof all on.

If the chairman wouldn't or couldn't get his committee together, I determined we hold a meeting of my own by proxy. I took out my loose-leaf note book, and wrote something like this: "We, the undersigned members of the —— Church, hereby cast our votes for 38 squares of Bird's Super-Twin shingles at $— per square for the church roof."

Then I tried to get the members to sign, but no one wanted to be the first to cast his vote—another stone wall! So I listed the names in order beginning with the oldest member. I went to see this dear old lady and told her the others would sign, but I was saving the honor of signing first for her, as the oldest member of the church.

She immediately signed and all the others fell into line, so that when I presented my four votes to the chairman he said, "Well, young fellow, you win . . . I wanted another kind of roofing, but you've worked so hard, we'll have to give you the order. Come on in and have dinner with us."

So I got my car-load order.

And also, we'd say, you earned your vacation, Ed. A close second to Ed's sales-experience story was another from C. W. Kincheloe, Floor Covering representative down Carolina way. Wherefore we now print C. W.'s little tale:

Several months ago I had the pleasure of adding a new jobber to my territory. This new jobber called his salesmen all in and I gave them a sales talk on selling Bird's Neponset, and to make my talk more impressive, I worked with some of his salesmen. In one of the territories there was a merchant who had been a schoolmate of the credit man of my new jobber and of course the credit man was anxious to sell his friend, and he instructed his salesman to be sure and sell him.

But things are easier said than done. I knew this merchant of old. I had sold him linoleum, but he would not buy felt base. Seven years ago some one had sold him felt base that had given him trouble, and he had sworn off. I thought this would be a chance to show some real salesmanship to my understudy.

So I started in on my friend merchant. I went through the manufacturing of our line and stressed the process of mixing our paint and its durability, and the wax back and the advantages of said wax back, and used every sales argument in my vocabulary. But all I could get out of friend merchant was "I don't sell felt base."

I packed up my case in despair and asked him if he would sell some rugs if we would give them to him, and his reply was, "I don't know whether I will or not."

Faint heart never won fair lady. I took another tack. I unpacked my case and made an appeal to his good judgment. I told him I knew he was a man of good judgment and knew quality when he saw it. I persuaded him to take my sample and see how flexible and durable it was, and how much rough treatment it would stand, and believe me, he treated it rough. After he had done his best to destroy my sample, and had not succeeded, I told him to get a piece of his linoleum and try that, and he said, "It is useless, it will not stand it."

I knew my sale was made, and to make a long story short, he gave us a nice rug order. I never give up a prospect. He is always a prospect until he is a purchaser.

The picture for this month was sent in by L. W. Prouty, San Francisco, with a letter from the Bailey Furniture Co., Honolulu, Hawaii, describing the photo:

We are sending you a picture of a window display which we had during the Dole flight. It shows an airplane which we made entirely of Neponset, with a piece of an algeroba tree representing the tree in which the two civilian fliers landed. The inscription, which is not altogether plain in the picture, reads:

"The Neponset Monoplane, Entered in the Dough Derby, is Guaranteed to Win, and Defies Wind and Weather."

This monoplane, which was quite sizable, was taken around town on our truck before being put in the window, and was afterward raffled off to the one having the winning number in a contest in which we gave a chance to everyone making a purchase of $3 or more.

We also wish to acknowledge contributions, which we now lack the space to print, from the T. A. Churchill Furniture Co., Greenville, Miss., who sent in a sample of Floor Covering that had been through the Mississippi flood; from the

roofing salesman in our St. Louis territory, who sent in a mighty interesting description of the results of the tornado there; and from N. F. McCann, Eastern Floor Covering, who told us quite a story about "Miss Neponset" and how she saved him from arrest.

SUGGESTIONS

WITH only two more months' suggestions to be heard from, the standing in the 1927 Suggestion Race shows a tie for first place, another for second place, and a triple tie for third position. Following is the standing of the leaders who have had four or more suggestions accepted:

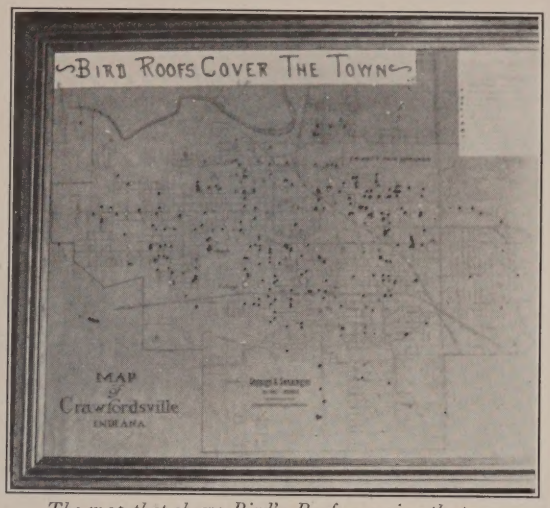
Walter Hanson, FFP, 7; E. C. Rafuse, SM, 7; Arthur Spinks, FFV, 6; John H. White, FBM, 6; Arthur Balduf, FBE, 5; Clifford Banks, DPP, 5; Carl Johnson, FFM, 5; John Connolly, FFV, 4.

At the meeting held on October 5, the following suggestions were accepted:

Change oil wells on motors	Arthur Balduf, FBE
High voltage switch	Arthur Balduf, FBE
Plug holes on plunger pump basin	Michael Burke,DMB
Lawn trimmer	Michael Connolly, FFV
Iron walk from machine headbox to spout	Walter Gill, DPP
Remove part of steam pipe at ovens	Victor Grant, FFP
Switch for FFPM4 lights	Walter Hanson, FFP
Cover over band iron	Walter Hanson, FFP
Special guard between paint roll and squeeze roll	A. J. Hill, FFN
Special guard for stapler head	W. R. Ingram, FX1
Reduce breakage of cast iron handles	Carl Johnson, FFM
Metal clamp in print ovens	Carl Johnson, FFM
Change return pipe, No. 1 waxer	Carl Johnson, FFM
Protect steam pipe, FX2 basement	Martin King, EMP
Collar on shaft, FFPM2	Dan Morrison, FFP
Gauge for narrow cut-off, FXCM2	Charles Mutch, FXC
Shingle machine counter	John Olsson, FBM
Extension on electric cables	Nelson Phillips, FFP
Method of carrying print machine boxes	Nelson Phillips, FFP
Markers on floor for measuring	E. C. Rafuse, SM
Use for used 12/4 ductor blades	Lloyd Smith, FFN

The following suggestions were accepted at the meeting held on November 2:

Scrapers for flat screens	Ernest Alexander, EMW
Fasten grating at No. 5 hanger	G. G. Bigelow, FFM
Special label for small rugs	John Connolly, FFV
Drill holes in skids	C. A. Delphy, FBV
Recover sludge saveall	William Doyle, EMM
Stand for cores, 8/4 winder	G. C. Fillmore, FFM
Hose in C & D engine room	Martin King, EMP
Gate valve ahead of meter at FXCM1	Martin King, EMP
Platform for rolls	C. H. MacDonald, EMY
Lower carriage on FFPM1	Cyril McCue, FFN
Move stops on FFNB crane	Cyril McCue, FFN
Unbreakable ends for plugs	C. D. Rafuse, EMM
Relocate watchman's station, FFN	R. A. Shorey, FFG
Weights for loop roll, FBPM1	R. H. Simmons, FBP
Change braces for showers	J. M. Smith, EMP
Valve in pond water supply to DM11	J. M. Smith, EMP
Employes' orders	J. S. Walker, EMT
Protect FXGM18 motor	Lewis Walter, FXF
Change irons in front of ovens	Arthur Wise, FFP
Iron plate to keep naphtha off floor	John Wosner, FFP



The map that shows Bird's Roofs covering the town

THE photograph above shows an interesting way in which one dealer keeps track of the Bird Roofs applied in his locality, and certainly shows a progressive organization.

The colored tacks, or push pins, are used to represent the various kinds of roofs applied, each tack representing a roof. We certainly agree with the sign over the map that "Bird Roofs Cover the Town"—thanks to Joseph Binford and Son, of Crawfordsville, Indiana. Mr. Binford is a very progressive dealer, and this is only one of the records he has of the situation in his territory.

Credit Union Deposit Increased

AS a means of increasing the opportunities that the Neponset Credit Union offers to its members it was voted, at the annual meeting held November 9, to increase the maximum amount to draw interest on any one account, from $150 to $250. This provision will be of great benefit to those who use the Credit Union, not only as a place for permanent savings, but also as a means of saving in advance for coal and tax bills, mortgages, vacation expenses, etc.

It was voted that the maximum number of shares to be held by one member be limited to 20.

A dividend of seven per cent was declared on shares held by members.

The maximum amount of credit to be extended to one member was set as follows: Up to $100, no co-maker; $100 to $300, one or more co-makers; $300 to $1,000, two or more co-makers.

It was voted that the rate of interest should be four per cent, compounded quarterly and subject to change at the discretion of the Board of Directors. It was voted that ten per cent be set aside for the Guarantee Fund.

J. H. Smith, D. J. Cullinane, A. H. Anderson and B. R. Taylor were re-elected to the Board of Directors to serve until November, 1930.

BUY
CHRISTMAS
SEALS

HELP
FIGHT
TUBERCULOSIS

Help for Home Builders

PROSPECTIVE home builders, who are planning construction either next year or some time in the future, will be interested to know that the services offered by the Architects' Small House Service Bureau are now available to all Bird & Son workers.

Briefly, the Small House Service Bureau is an organization of practicing architects devoted to giving information and providing plans at low cost to home builders with an average income.

For a service charge of $1 you may use the "selective service," which means that you fill out a blank, giving the Bureau as much information as possible on your lot, size and kind of house wanted, etc.; and they in turn will send you sketch plans of a house to fit your needs.

If you are further interested you may, for a small additional fee, secure the complete home building plans and documents, and submit them to contractors for bids. If the estimates prove more than you wish to pay, you are under no obligation to keep the plans, but may return them to the Bureau, paying only a small portion of the fee for this privilege.

Should you desire to keep the plans, and build from them, the cost will depend upon the number of rooms the house contains. The Bureau fee for plans is based on the rate of $6 a principal room, with 50 cents more for packing and postage.

The documents supplied for this fee are generally all that you will require in securing bids, for your own use, and the use of various contractors, and for filing with the local building inspector.

In addition, the Bureau offers to make minor changes or revisions in any of its plans, or to confer with and advise anyone using the service, at a service charge much smaller than you would have to pay elsewhere.

Further information may be obtained through the Labor Bureau, or from the Architects' Small House Service Bureau, New England Division, 194 Boylston Street, Boston, Mass.

Additional articles in the *Review* will give more explanations of the various Bureau Services.

VETERAN'S SERVICE LIST

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries fell during November, and the names of those who completed over twenty years' service during that month, followed by a similar list of those whose anniversaries come during December:

			Yrs.
John Hennessey	11–18–'90	Box Shop	37
Marshall Grant	11–10–'94	Power & Steam	33
F. I. Plaisted	11– 1–'96	Retired	31
A. E. Souther	11– 8–'00	Box Sales	27
Ernest Stather	11–18–'01	Box Shop	26
Eric Johnson	11–20–'03	Finishing	24
P. H. Bailey	11– 1–'04	Sales Manager	23
Timothy Reardon	11–12–'07	Maintenance	20
E. W. Trofatter	11– 4–'12	Power & Steam	15
Charles J. Watson	11– 9–'12	Roofing Mill	15
L. M. Pratt	11–22–'17	Roofing Mill	10
Marion A. Tolman	11–26–'17	Office	10
Wilmer C. Wiggin	11–27–'17	Shipping	10
Adolph Swanson	11– 4–'22	Floor Covering	5
Margaret R. Poff	11– 6–'22	Office	5
Martin Thornton	11– 7–'22	Maintenance	5
Harold S. Higgins	11 –9–'22	Box Shop	5
Brenton Steele	11– 9–'22	Maintenance	5
Frank Bilot	11–13–'22	Paper Mill	5
May Morrill	11–13–'22	Office	5
Gabriel Kahanowskas	11–13–'22	Box Shop	5
Adolph Waitonis	11–21–'22	Maintenance	5
James Benoski	11–22–'22	Maintenance	5
Mrs. Margaret M. Kelly	11–22–'22	Office	5
Fred E. Morrison	11–24–'22	Box Shop	5
Wallace Stafford	11– 1–'17	Chicago	10
Della Lyndon	11– 1–'17	Chicago	10
Louis Droege	11–17–'17	Chicago	10
Herman Kleinow	11–19–'17	Chicago	10
Ed Healy	11– 5–'17	Phillipsdale	10
Antone Fernandes	11– 6–'22	Phillipsdale	5

DECEMBER

			Yrs.
August Hilderbrandt	12–25–'89	Paper Mill	38
A. R. Jenkins	12–13–'94	Floor Covering	33
Harry Mann	12– 1–'01	Experimental	26
Robert Roy	12–27–'05	Bldg. & Rfg.	22
Dennis Broderick	12–20–'06	Janitor	21
David Heylin	12–21–'06	Watch	21
Michael White	12–10–'07	Paper Mill	22
R. G. Fulton	12–10–'12	Bldg. & Rfg.	15
Guiseppi Lingo	12– 3–'17	Floor Covering	10
Nunziante Famiglette	12– 3–'17	Floor Covering	10
Frank Mori	12– 3–'17	Bldg. & Rfg.	10
Harold E. Higgins	12– 5–'17	Finishing Mill	10
Jack Carroll	12–11–'17	Finishing Mill	10
Pasquale Santora	12–11–'17	Box Shop	10
John O'Donnell	12– 5–'22	Box Shop	5
Louis Rossi	12– 5–'22	Box Shop	5
Henry MacDonald	12– 8–'22	Floor Covering	5
Guy R. Hoyt	12–19–'22	Box Shop	5
Kenneth R. Towle	12–19–'22	Shipping	5
Harry Cunningham	12– 3–'17	Chicago	10
Charles P. Conger	12– –'22	Chicago	5
William Breback	12– 4–'22	Chicago	5
Bruce Keller	12– 5–'22	Chicago	5
John Hammerli	12– 1–'89	Phillipsdale	38
Thomas Henderson	12–14–'94	Phillipsdale	33
A. Herbert Chamberlain	12–15–'22	Phillipsdale	5

BIRD CLUB SEASON OFF TO GOOD START

WITH over 400 members on the roster, the largest number ever, and with several new policies on entertainments in force, it certainly looks like another "best-ever" season for the Bird Club.

A capacity crowd of nearly 200 packed the Gymnasium to the doors at the opening night, October 20. Following several rounds of good eats served by Seilers of Boston, the tables were cleared away, and the evening's entertainment begun.

Three Bird workers gave short talks on their impressions of the American Legion pilgrimage to Paris. Leo Bernier, Wilbur Fay and Nelson Bartlett each took a different portion of the trip, and by the time they had finished, we all had a very good idea of what the pilgrimage was, what it meant, and what some of the pilgrims did.

Jess Herbert's Entertainers furnished the merriment for the evening, with an act that embraced music, stories, impersonations, and monologues. They were a live bunch and were well received. They closed their act with a medley of old-time tunes that gave everybody a chance to harmonize once more on the old favorites, including, of course, "Sweet Adeline."

The committee in charge of this entertainment, held under the auspices of the Floor Covering Plant, was: Ralph Wight, Chairman; Frank Smith, Vic Grant, Leo Hagerty, Frank Maguire, Mike Shergals and Bill Wosner.

The second night was held at the Gym, Monday, November 21, with a goodly crowd in attendance, to look at and listen to a high grade entertainment provided by Guy Sweeney, comedy impersonator; Nina Spaulding, violinist; and Edna Pollay, "songstress."

Following which the crowd topped off a capital evening with eats furnished by the committee.

This entertainment, which was run by the Building and Roofing plant, was in charge of the following committee: George Smith, Chairman; Ray Call, Alden Boothby, Jack White, Bill McLauchlan, Ed Hiller, Henry Morgan, Dick Stoddard, Herbert Jepson.

The Bird Club

The next Bird Club night will be held Friday, December 9, at the Gymnasium. This is an extra entertainment, put on by the Floor Covering plant. Following this, during the week of December 26, there will be a general entertainment in Bird Hall, which will probably be open to members and guests. This night will be in charge of No. 1 Box Shop.

By now you have probably recognized one of the new entertainment policies—that of giving each plant one night during the year to furnish the evening's entertainment. The dates of entertainments to follow the December meeting are as follows: Week of January 30, Accounting and Purchasing Department Night, Roy Springer, Chairman (this will probably be a banquet;) week of February 20, No. 2 Box Shop Night, James B. Maguire, Chairman; week of March 26, Main Mill and Maintenance, Ralph Wilkins, Chairman; week of April 30, Sales and Main Office, Axel Anderson, Chairman; week of May 28, Phillipsdale, Thomas Henderson, Chairman.

A further policy that will be heartily welcomed by those working on tour is the one providing that all entertainments shall be held five weeks apart, thus giving all tour workers an opportunity to attend at least one or two of the nights during the season.

1928

Taxes - - - Coal
Vacation - - Mortgage

If you are going to have a bill to meet for any of the above items during the next 12 months, we suggest you start a savings account with the Neponset Credit Union.

Teach Your Dollars to Have More Cents

NEPONSET CREDIT UNION

SOCCER AND BOWLING HOLD ATHLETIC STAGE

HAVING started its season with a win, the Bird & Son Soccer Team has continued to make a first-class showing for a newly organized group, and has won four of the eight league games played to date, November 23, and have put up a very creditable display of soccer and clean-cut sportsmanship.

Following the opening with the Armenian-Americans, the Readville team played Bird & Son on the new Athletic Field, East Walpole, Saturday, September 24. This was the first home game for Bird and, although they played a hard game, were beaten by a team who had played together often enough to produce a neat combination which pivoted around their sterling halfback, Russell. The final score was Readville 5, Bird 1.

The Bird team next journeyed to Fore River to play against the veteran shipbuilders, who are known as the soccer pioneers of America. The result was a defeat for Bird & Son, the score reading Fore River 7 goals, Bird 3. This was a very splendid performance in view of the fact that both fullbacks and the left wing of the Bird team were delayed until into the second half of the game. Thus, with a "broken-back" team Maurice Tarr, who led the attack, and his forward line, did well to score three goals.

The next Saturday, October 8, found Bird & Son opposing the Brockton aggregation at East Walpole. The Birds, with Jack Smith and Havaren confined to bed with the grippe, managed to force the play until the final whistle saw them the victors by a score of 3-2. The feature of this game was the play of Captain Walter McKenna, who scored two pretty goals for Bird & Son.

The following week brought to East Walpole another Fore River team, this time the Shamrocks. These boys, all young, well known players in the Soccer districts, proved to be the most classy and speedy line-up in the circuit. The three McGonigal brothers and the two Doherty brothers, both families having boys playing in the Big American Pro League, were the backbone of a great combination.

The score at the end of the game was a good reflection of the run of the game which was deservedly won by the Shamrocks, 3 to 1.

On October 1, Brockton was again the opponent of Bird & Son, but this time the game was played in the Shoe City. The Bird team had been changed considerably through the season, but this day saw the most improved line-up yet, and proved to be too good for the Brockton boys.

The new right outside forward, Mays, had Jack Smith sent forward to partner him, and the pair were a treat to see, Mays assisting Smith to score two great goals by the head route. Our new goalie, Frank Milliken, also played a sterling game. The final score Bird & Son 4, Brockton 1.

Home again on Saturday, November 6, Bird & Son was opposed by the Armenian-Americans, for a return game. The match served to prove the greatness of the Bird's revamped right wing, for again Smith and Mays just ran wild, the former helping himself to three nice goals, thus equaling the earlier performance of Bobby Hood. The final score, Bird 7 to 0.

Now came the most important game of the year, Bird & Son versus Readville at Readville.

The winner of this game was definitely in line to fight the Fore River Shamrocks for the League title and gold medals. Every player was out to do or die, and the Bird & Son had a heart-breaking experience, when, playing by far the better game, they saw two tough breaks give the game to Readville by a score of 3 to 1.

Tarr, scored the Bird goal by being Johnny-on-the-spot to a splendid low drive by Mays.

The boys are hoping that Bobby Hood may be able to get back into the line-up. In the opening game with the Armenian-Americans, he had the misfortune to injure his knee, and was forced to surrender his position. The team has missed his leadership and crafty playing all season.

To date, November 23, Bird & Son has scored 26 goals to their opponents' 22. The goal scorers to date are: Captain McKenna 7, Smith 5, Tarr 5, Hood 3, Mullin 2, McLachlan 2, Rafuse 1, Hinson 1.

Bowling Bug Bites Girls Also

THE "bacillus bowlingus," commonly known as the bowling bug, seems to have bitten others than those in the Bird & Son League, for at the present writing, November 23, arrangements are being made for a Girls' Bowling League to be made up from the various office and mill departments in East Walpole and Norwood.

The following committee is working on team make-up and schedules, and will announce further plans in the near future: Eva Gifford, chairman; Helen Walsh, Catherine Downey, Sophie Eppich, Florence Nichols, Anne Mahoney, Gladys Duncan, Ethel Duncan, Robina Urquhart, Margaret Breen, Clara Burke and Althea Garland.

The following girls have already signed up to bowl, and will soon be getting strikes and spares with the best of them: Mrs. Helen Randall, Anne Mahoney, Mrs. Myrtle Mayshaw, Margaret Owens, Helen Curran, Clara Burke, Eva Dower, Helen Walsh, Mary Walsh, Ruth Arel,

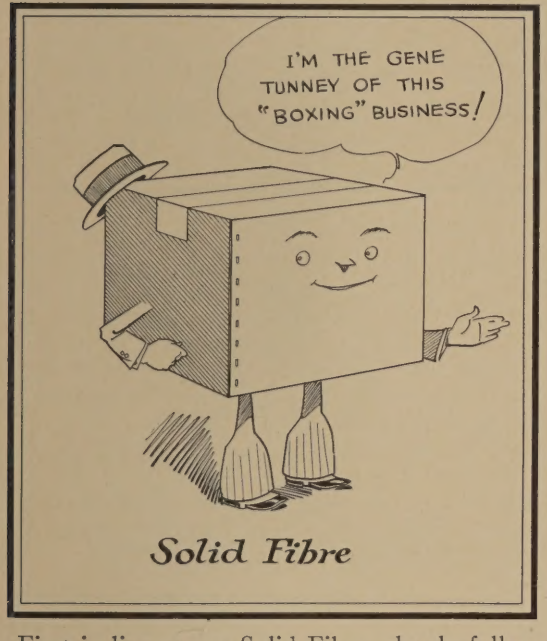
BIRD'S NEPONSET REVIEW

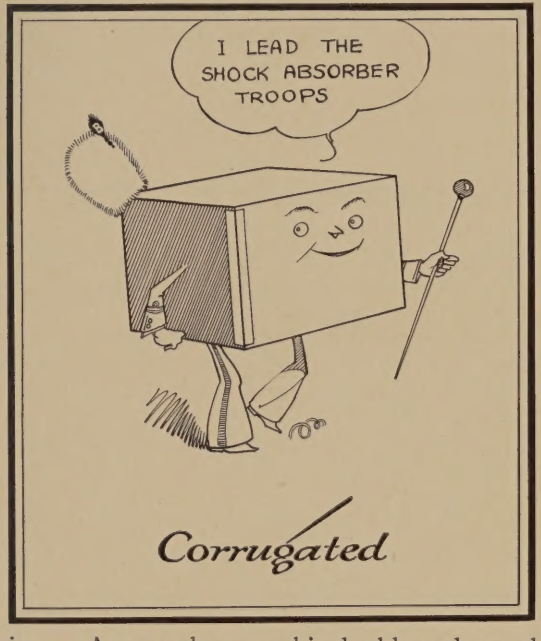
Boxes and Special Papers Supplement

Vol. XV DECEMBER, 1927 No. 12

Pass in Review!

HERE comes the parade! Down the broad street—bands, playing, colors flying, everybody stepping high, wide and handsome. And we, sitting in the reviewing stand, can look over the Bird Products as they pass.





First in line comes Solid Fibre, closely followed by Corrugated. As he says, Solid is the Gene Tunney of the crowd. Built to carry heavy goods. Stands up under rough handling. Grins at stacking problems. A regular he-guy of a box.

Corrugated, stepping right on the heels of Solid, is noted particularly for his shock-absorbing properties. Bottled goods (the legal kind of course) ride along with him in perfect security, as do many other kinds of products. Corrugated also may be made with a reinforced crease—adds to bending and stacking strength.

And both brothers are shipped flat, saving storage space; are light in weight, saving freight and express bills; are easily handled, saving time and labor; cannot be opened without detection, when sealed for shipment, saving losses from pilfering; protect the merchandise, saving from damage in transit; and, their fibre make-ups helps save the nation's lumber.

Believe us, this pair are great friends with one Cal Coolidge!

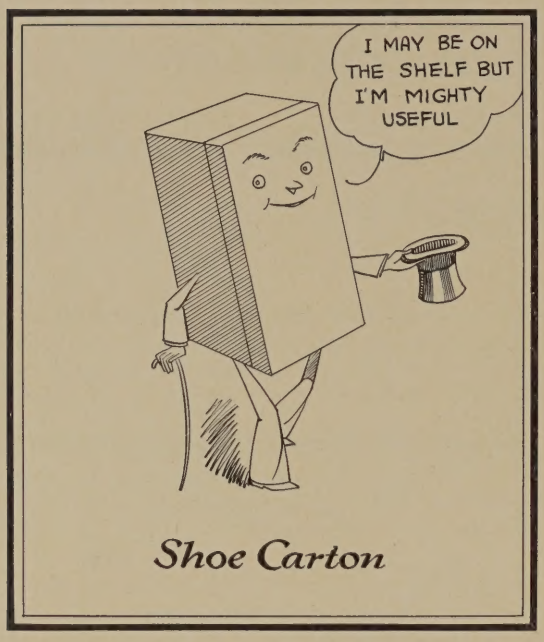
Aha! Who's this strutting along, one hand on his hip, the other swinging a cane? Looks aristocratic, doesn't he? Why, that's kid Shoe Carton!

What's he noted for? Quite a number of things. Among them are his double ends on the box, and triple ends on the lid. These lend additional strength and prevent corners being torn when he is pulled down from the retailer's shelf. He is shown in every-day dress, but he can easily be attractively printed in two or more colors.

Shoe Carton, by the way, is creased where he folds—not scored. Scoring weakens a shoe box. When packed, he carries well in fibre cases. Then too, in common with his big brothers at the head of the column, he is shipped flat, saving storage space and making for ease in handling.

Who's next? Couple of little fellers, aren't they? Yup, but they're the old-timers of the box line, Tack and Screw. Tack is the oldest, and his proud stride tells us that many generations ago his original ancestor hopped off the machine at the Bird plant and made his bow as the first tack box ever made.

Specializing in the manufacture of tack boxes, and carrying all sizes in stock enables Bird & Son



to give customers quick service in shipping and low prices. Practically every tack or screw box order is shipped a day or two after it arrives here, sometimes the same day.

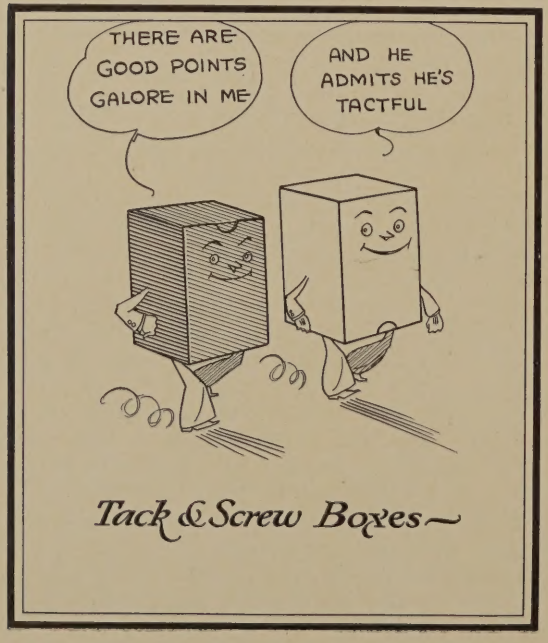
Who's next? Well, well, here's a little color all right. Not just one fellow, either, but a whole family. There's Mr. and Mrs. Waterproof P. Flowerpot and two children.

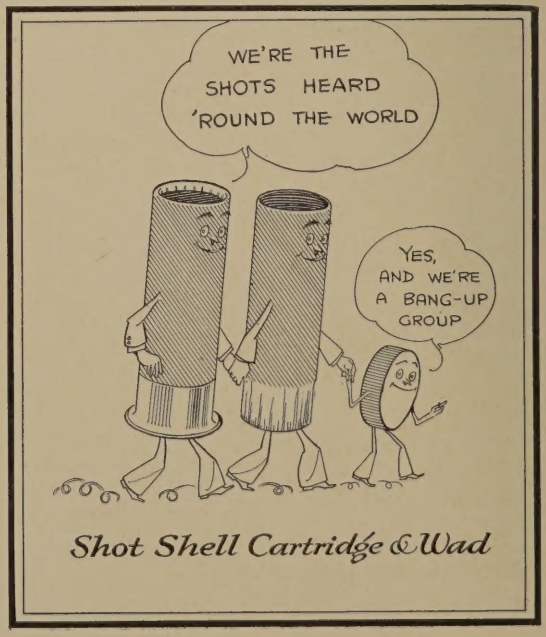
They're a tough, husky lot, too; yet light as the proverbial feather. They are ideal for transplanting, and their cost is so small that they can be left in the ground and forgotten although in some instances they can be used over and over again. Experiments with the new type pot have shown that for transplanting and shipping tender young things any one of this family does a much better job than most clay pots. Greenhouse men welcome this pot for its moisture-holding qualities.

To this family will soon be added a new line in fancy dress—to be used as covers for clay pots, attractive and inexpensive jardinieres.

Well, that was one section, and the Papers are still to come.

Here we are! Two of them together. Not brothers, exactly, but sort of first cousins, Shot Shell Cartridge and Wad.

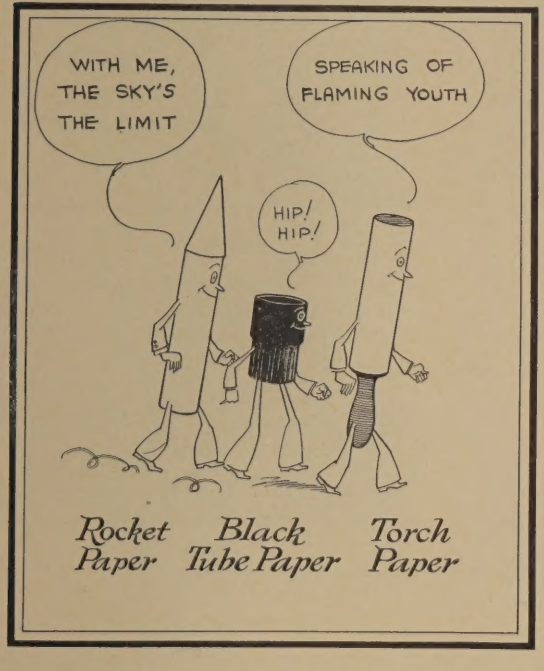




Both Cartridge and Wad are our most special papers. That is, they require more care. Cartridge and Wad must have a uniform thickness and come close to a very fine standard as to weight and strength. Such care is highly important as any defect in the paper might prove fatal when the finished shell is fired in a gun.

A new product of recent origin now used in conjunction with Cartridge and Wad is Bird Wadding, which really takes the place of the old style hair felt. It is used to separate the powder from the shot, and fills up an important space in the shell for the best results in firing.

As allied products come the Rocket, Torch and

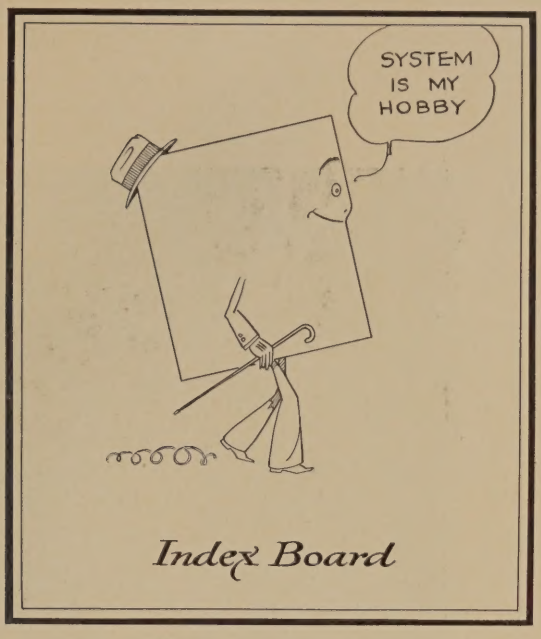


Fuse papers, used by many high-grade fireworks manufacturers and those making a specialty of light signals and bombs.

And hello! here's another aristocrat. High silk topper 'n' everything. That's Index Board, otherwise known as Press Board. Index is the result of 15 years continous production of high-grade board especially made for card files and indices.

Index comes in a grey-greenish shade, several thicknesses, and sheeting to most any size from the small guide blanks to large sheets that will finish from the 36-inch width to 54-inch length. In the mill he goes through rolls where he gets a good many tons pressure per square inch, giving him stiffness, rigidity, high finish, non-splitting and non-curling qualities that go to make up good press board.

Index belongs to the Bird Savings Club, too, for a way was found to furnish at least 10 per cent more sheetage for a given weight than is possible

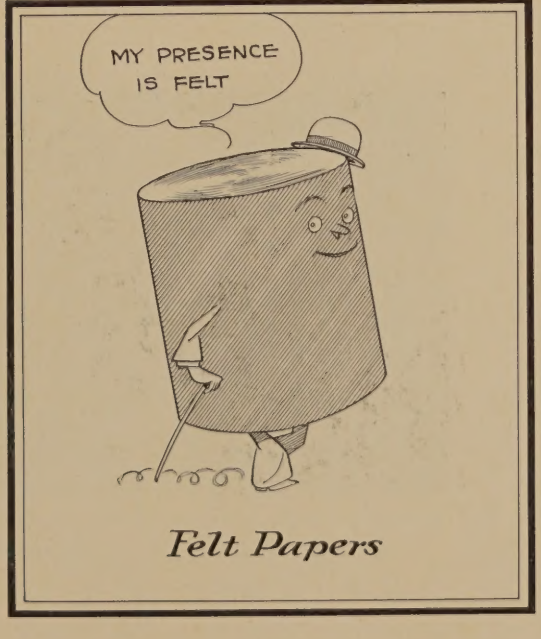


to obtain in other boards. Index is produced at the rate of from 25 to 30 tons a week, so we are able to send him to you promptly.

And now, the close. But what a finish! Old Man Felt Papers himself, bringing up the rear. Used as a base in both Bird's Roofing and Floor Covering products, he needs no other guarantee of sterling quality. As an insulator, sound-deadener, and liner-underneath-rugs-and-carpets, he does an A No. 1 job.

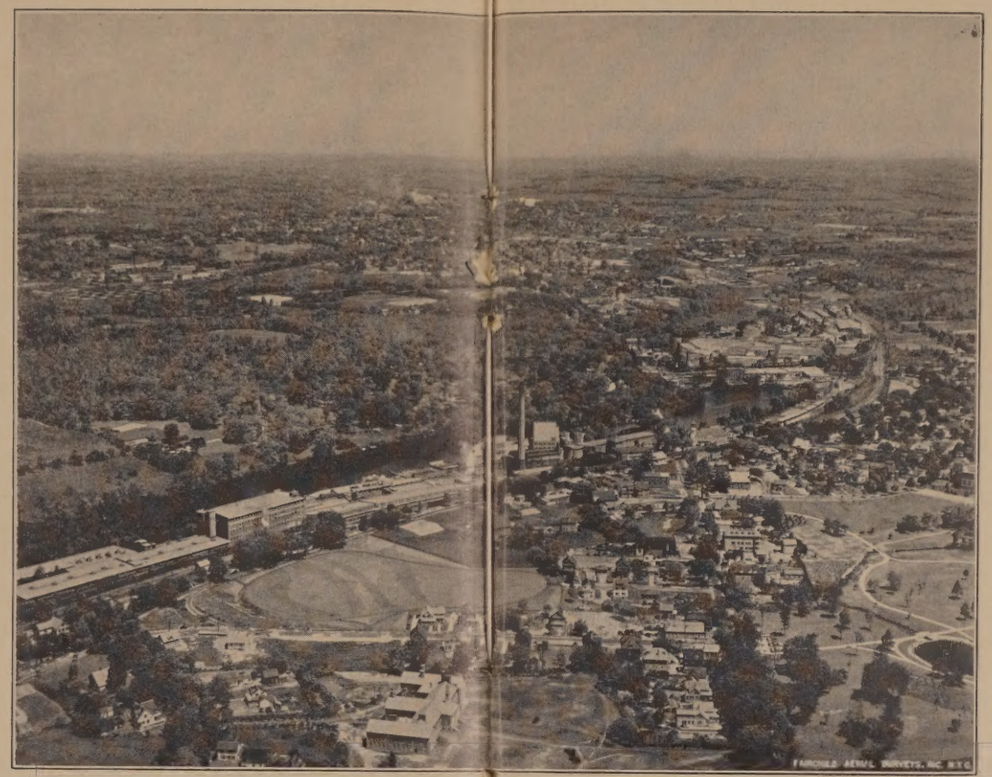
That's all. The calliope has passed, the horses have been quieted, and regular traffic resumed.

But we hope you liked the parade!



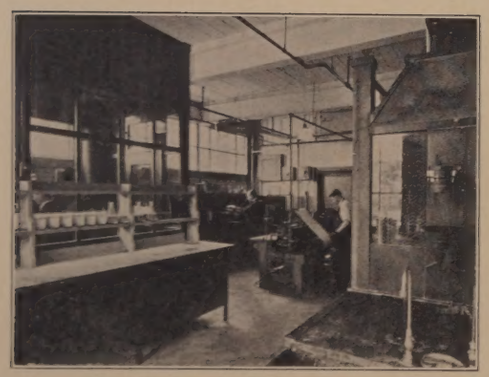
CAMERA SHOTS FROM AIR AND ON THE SPOT SHOW WHERE BIRD BOXES AND PAPERS ARE MADE

This battery of small presses now supplements the three huge Miehles for printing shoe cartons



An airplane view of the Bird Mills. The Paper Mills and Box Factories are housed in the buildings in the foreground along the river. In the right background, along the bend of the railroad, are the Building and Roofing Mill and the Floor Covering Plant. These buildings are in Norwood

Fast-flying fingers set up Bird's Neponset Flower Pots, ready for the customer's use



A corner of the Headquarters Laboratory, where research for better paper and box products is constantly going on

On the left, the recently completed addition to our No. 2 Paper Machine Room, which allows for 22 additional driers, and provides increased storage space. On the right, the new Maintenance and Storage Building, containing the machine shop, carpenters, pipers and other maintenance departments, the Paper Mill Laboratory and the Draughting Room, and extensive storage space.

Inside the new Maintenance and Storage Building, showing how adequate stock of Flower Pots, Tack Boxes, etc., is maintained

BROADCASTS FROM THE SALES MANAGERS' OFFICES

E. H. Bartlett Tells Stories of Early Paper Products; C. H. Andrews Discusses Conditions and Developments in Box Division

A SPECIAL supplement of this kind would hardly be complete without some word from the sales managers. E. H. Bartlett, for Special Papers, always has a fund of interesting comments and anecdotes, best told in his own way, so we'll let him go to it:

"Referring back to the old, old days when the Oldest Old-Timers first started working in the mill, dressed in blue overalls and cowhide boots," he says, "the main product was Tarred Hardware Wrapping Paper made in thicknesses varying from .005 up to .021, cut into sheets as well as shipped in rolls. We have already described most fully the make-up of this grade of paper and referred to the many users of such from the leading manufacturers of cutlery and metal goods, and sewing machine makers, to the wrapping of Government documents in the archives at Washington, D. C.

The next best known product was Tack Paper, so called from its use in wrapping up tacks, from the very smallest lasting tack to the largest carpet tack with several pounds in a package. You understand this method of finishing such merchandise anteceded tack boxes or telescope wrappers. These new fangled things didn't come into vogue until the early 80's.

"Some of the oldest and largest users of Tack Paper often referred to it as being 95 per cent of Canton Meadow clay, the balance paper pulp and Neponset River water. Later, when we made the box board, they thought this was the same thing with a little field straw added. Nevertheless it filled the bill, gave satisfaction, and recorded complaints were very few and far between.

"Different style boxes followed the tack paper, but it is really a fact that one of the earliest patented Tack boxes was known as the "Arthur Box," the patentee being a Connecticut Yankee parson, the Rev. Charles M. Arthur. Many different types of boxes have been tried out for the packing of tacks, but no one has produced a better design, nor more economical box for this purpose, and we are still making this type of box today.

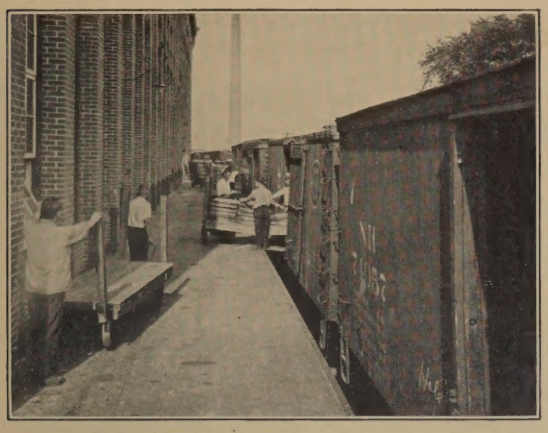
"Changes in the demand for specialties in paper will be met, as they have always been," says Mr. Bartlett in conclusion, "with ready facilities for meeting new needs in paper products. One hundred and thirty odd years from now there may not be any need for tack boxes—there may not even be any tacks!"

C. H. Andrews, Box Division Sales Manager, discusses various angles of present day business in the box world:

"As the result of an attempt made by many large users of cases to operate on smaller inventories of supplies and raw materials," he says, "we are finding an ever-increasing demand for quick shipments after orders are placed.

"This 'hand to mouth' method of buying seems to be getting very general, and calls for much quicker turnover on our schedule of running."

A few of the solid fibre and corrugated shipping cases produced in the Bird mills



Bird shipping cases leaving the factory

Interior, one of Box Warehouses

At the same time, to insure satisfactory service, we urge our customers to place their specifications with us as far ahead as possible, and regularly are asking for from two to three weeks on corrugated, three to four weeks or more on solid fibre, and at least four weeks on shoe carton orders. Particularly through the Fall season, when the volume is always largest, it is important that we get our specifications as far ahead of actual requirements as possible.

Tack Boxes and Flower Pots we carry in stock at all times, and can make immediate shipment on receipt of orders.

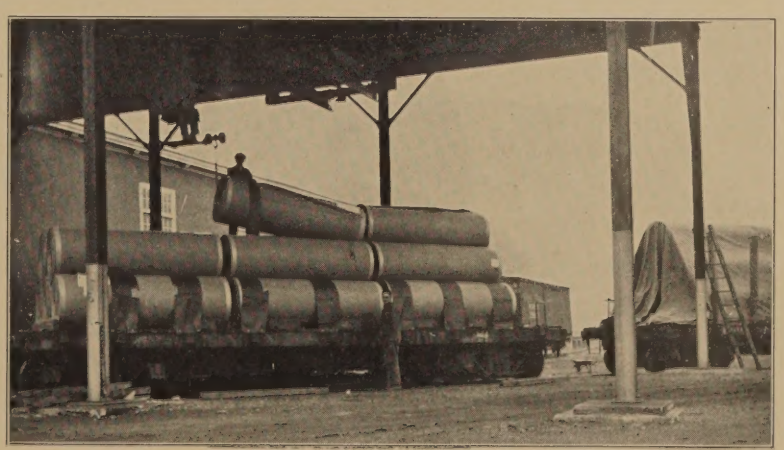
"A very interesting development in our Shoe Carton Department this year is the installation, now nearly completed, of an entire new set of presses for cutting and creasing and printing shoe cartons," continues Mr. Andrews.

"With this new equipment we shall be able to take care of our increasing shoe carton orders much more promptly, and get out a better finished blank, with a very much more satisfactory printing job. The great majority of our shoe carton orders call for printing on the boxes, to take the place of the pasted labels which were formerly very generally used, and this new equipment will put us in the best possible position for handling this kind of work."

This new equipment will, enable us to handle orders for printed tack boxes which we have not been able to produce with our old machinery.

"The change to the new paper in Neponset Pots which we mentioned last year has worked out very satisfactorily," says Mr. Andrews in closing. "We are glad to find that the sale of Neponset Pots has shown a substantial increase this year. To the Flower Pot line we plan to add a stock of dirt bands in various sizes, for which we find a growing demand."

A further addition to our Flower Pot line is the new printed pot made in larger sizes to be used as a holder for clay pots. These will be printed in attractive designs suitable to special seasons or occasions such as Christmas, Easter and Mother's Day and may be used by the florist instead of paper wrapping for potted plants and serve as a neat and attractive jardiniere, for the potted plant in the home.



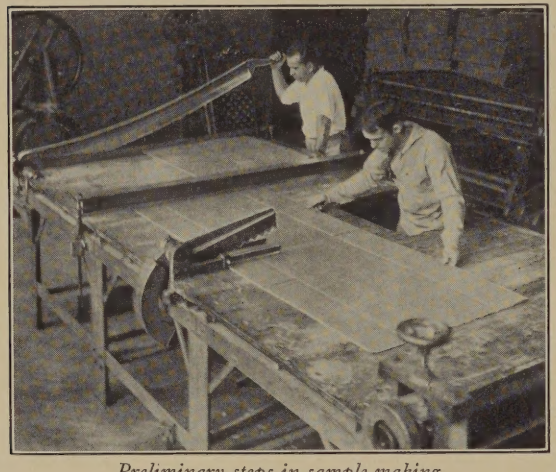
Finished felt leaving the mill at Phillipsdale, R. I.

SWING TO SOLID FIBRE AND CORRUGATED SEEN

American Writing Paper Association Recommends Full Telescope Boxes for Packing Paper; Research in Bird Sample Department

SLOWLY, perhaps, but none the less surely, manufacturers the country over are turning to the makers of solid fibre and corrugated cases for help in solving their shipping-case problems.

Today the modern box factory must be ready to render all manner of research service to its customers in developing new uses for solid fibre.



Preliminary steps in sample making

In line with this work, our experience in the writing paper field may prove interesting.

After extensive experiments, and the examination of many samples, not a few of which were made in the Bird sample room, the Association has recommended to its own membership the use of full telescope boxes for ream packing of paper.

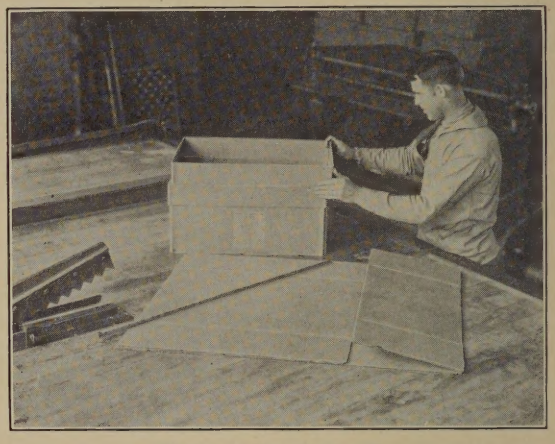
These boxes will carry the paper which goes to the printer in large sheets, and which represents by far the larger volume of production of the writing-paper mills. This paper has always been wrapped in bundles, and packed in large wooden cases weighing over 500 pounds. The new method of packing calls for four full telescope solid fibre cases to take the place of one large wooden case.

The change results in a saving in the first cost of the case, and a saving to the paper merchant or jobber in the time of unpacking and packing again for reshipment, which he had to do with the old wooden case.

From the telescope box, moreover, a large majority of orders can be filled without opening the case for rehandling, which means that the printer gets his paper in first-class condition, and in smaller units which are easy to handle. Then again, the printer frequently can use the telescope fibre box for reshipment of his printed matter.

Another interesting field with a large potential tonnage is that of knit goods, cotton and wool blankets and yarn. We are carrying on experimental work with large mills and manufacturers in all these lines.

The working out of samples is sometimes comparatively simple, and at other times far from



Fitting the box for a collar

simple. If a case is ordered that is of standard size to hold a product which is easy to pack, the dimensions are quite easily worked out.

But when, as frequently happens, a case must be designed to fit such products as large electric fans, mechanical toys, furniture, and other articles of awkward size and shape, the sample department has a job on its hands, in every sense of the word.

The outside of the case is usually worked out first. A sheet of solid fibre or corrugated board is first cut to size . . . this operation is being carried on in the left-hand picture. Whatever cutting, slotting and creasing the sample department does must, of course, be duplicated later on by the machines when the order is in process of production.

When the box has been cut and folded, the problem of inside packing must be solved. Canned or bottle products frequently require "nests," or partitions, to absorb the shocks received in shipping. By such means, and by the use of various other devices made to fit inside the box, is the completed product made to be a satisfactory container for the product it must carry. The right-hand picture gives you an example . . . the man in this photograph is shown fitting an inside "collar" into a sample case.

"KNICK" STODDARD AND "OXIE" FULTON ARE SETTING THE FASHION FOR BOWLERS. (FB please note)
FEEDS SHOWS TALKS GOOD TIMES
LOOKS LIKE A BUSY SEASON AT THE BIRD CLUB
THIS GAME OF SOCCER IS A "HEADY" GAME. BIRD & SON GOING STRONG FOR A FIRST YEAR TEAM
1928 CHAMPS
AND SPEAKING ABOUT BOWLING! 18 TEAMS SCRAPPING FOR THE PRIZE!!!
MOE

Helen Ballou, Anna Keliher, Eleanor Whitehead, Margaret Costello, Mrs. Enid Smith, Mrs. Ernestine Campbell, Eva Gifford, Mary Concannon, Edith Goodwin, Mary Conton, Nellie Shergals.

With this group and with the additional candidates soon to be signed up, prospects look good for at least six teams in this league. Matches will probably be held at Russell's in Norwood.

A schedule will be drawn up and each team will bowl every other team. Averages will be kept and will be sent out to each member at stated intervals. The rules will be the same as those used in the men's league.

Any girl, whether she knows anything about bowling or not, is invited to join, provided she is willing to try.

18 Teams Battle in Men's League

IF baseball has its "Winter League," bowling has its "Summer League," for, for several months previous to the opening of the bowling season October 24, many were the noon-hour discussions on the coming year, many were the resolutions to average over 80, and countless were the calls made and questions asked in an endeavor to find out how soon we would be able to sock the old ball down the alley once more.

All of which culminated in the aforesaid opening, when the first batch of the eighteen teams in this year's league got off under the wire. Since that night the battle has raged with no prospects of an armistice until hostilities are officially declared to be over, sometime next March.

With so many teams lined up it is going to be harder than ever to hold a lead, and just as difficult to keep out of the cellar—these things helping to make the season much more interesting to players and spectators alike.

The Norwood Civic Alleys have been engaged for the entire season on Monday, Wednesday and Thursday evenings. Six teams bowl each night, meeting every other team in the League once during the season.

The captains of the various teams are as follows: No. 2 Box Shop, Sam Gladding; FB Maintenance, Ray Call; Cost Accounting, Howard Whitney; Engineering, George Wallace; FF Shipping, Stuart Nickerson; No. 1 Box Shop, Howard White; Finishing Mill, Tap Geary; FF Maintenance, Charlie Flower; Sales, Bob Garner; FB Shipping, Dick Stoddard; Mill Office, Ken Rouillard; DM Shipping, Ralph Farris; Labor Bureau, Hal Fuller; Drafting, "Happy" Timmins; Accounting, Frank Vietze; Purchasing, Bill Murphy; Credit, Dave Fiske; Stores Accounting, Howard Mann.

Notes From Plants and Offices

MAIN OFFICES AND SALES

East Walpole, Mass.

Beatrice F. Severance — *Edgar Tarr*
Fred J. Spang — *Ethel Duncan*
Arthur V. Wilson — *Margaret Dalton*
Margaret Poff — *Margaret Owens*

Bob Rodd of AC is now driving an Overland sedan. Vintage unknown.

Did your radio bring you strains of a familiar voice from the Shepard stores recently? Yes, it was Jack Alcott, taking an opportunity to put in a good word for Bird's Rugs and Floor Coverings, at the "Art in Industry" week at Shephard's.

A recent photo of Elmer H. Bartlett, taken on his farm

Veronica Sienkiewicz is a new worker in the mailing room, and Edna Clements is a newcomer to AB. Welcome to both of them.

Mary Clancy has transferred from AB to Mr. Mellin's department, Katherine Martin from AH to AC, Helen Gustafson from AH to AP, Margaret Breen from V to CE, Pauline Rafuse from Mail Room to CX.

Helen O'Kane is a new worker in the Mail Room.

Katherine Troiana, now Mrs. Stivaletti, a former worker in the files, is working with us again temporarily.

Howard Richardson must believe that "there is safety in numbers." At least, 'twould seem so when he loads in eight of the office girls for the nightly trip to Norwood.

Paper Mills

East Walpole, Mass., Mills

John E. Curran — *John J. Burke*
William J. Quinn — *John H. Maguire*
Marshall B. Lee — *Maude E. Kaler* — *Ernest Koebe*

Mike Cronin, back tender on No. 3 machine, is smiling these days, and no wonder—another boy at his home.

The "Bruin Club" of East Walpole are back in action again, and don't intend to miss a hockey game at the Arena all season. The club has the following membership to date: Steve Smith, president; Jack Curran, secretary and treasurer; Ralph Wilkins, Fred Duncan and Harry Godkin.

Jim Houlihan is anxiously awaiting a good cold spell to try out the heating equipment in the new jitney room.

We are glad to see Dan Jones back at work after an attack of grippe.

Frank Dockray's new "Lizzie" must have come from beyond the border. That can sure does love "alky," having digested four gallons since the cold weather started.

George Doderer now spends his spare time listening in on his new radio.

An elderly gentleman hopped aboard one of the Shore Line cars the other day, and rode up the line from No. 2. Martin Kane, acting as "rear-end brake," fell into conversation with him. The man asked Martin about getting a job in the gang, and as Martin didn't think the "poor feller" could stand heavy work, stalled him off by saying he'd see what he could do about it. The man alighted at the other end of the line, and Martin naturally asked who he was. Whereupon Martin almost pushed the cars off the track when the reply came, "I'm Mr. Wyman."

Ray Kirk has been home sick a few weeks, but we expect to see him back with us soon.

Arthur Doderer reports that he had a very interesting trip to New York recently, seeing all that was to see.

John Curran is on the lookout for a very gentle and well-behaved model. He wants to present it to his brother, Jerry, who always gets hold of a "loop-the-loop" model car.

Miss Leary holds the record for a slow trip from Boston to East Walpole in two and three-quarter hours. This record was not made in walking or on horseback, but in her Nash.

Frank Dockray has abandoned his wild west model and now has a closed car. Quite a difference, eh, John?

John H. Maguire, Old Timer with 45 years of faithful service to his credit was the guest of honor at a luncheon on Thursday, November 2, held at the Bird Club.

Engineering

John Maitland — *John Burhoe*
John Bache — *Joseph Sheehan*

"Happy" Timmins of EF will shortly be tacking the title of "Architect" onto his name, as he is now attending the evening classes in that subject at the Franklin Union.

Louis DesJardins has resumed his studies at Lowell Institute. At present he is taking up an advanced course in reinforced concrete design.

Harold McNeely is going to start raising tobacco to pay his bowling debts. Gutter-balls will never bring you any cigars, Mac.

Win Schaier of EF has lately purchased full equipment enabling him to turn out first class show cards, posters, etc. Anyone desiring anything in this line should get in touch with Mr. Schaier. "Quality work at moderate prices" is his slogan.

A "flying wedge" of office girls—about 1912

Seven little "Neponsets" all in a row. Left to right, James Nolan, 4th, first grandson of the DP storekeeper; Ruth Kelly, niece of May Harper, AS; Priscilla, Jean and Ruth, daughters of R. W. Westcott, Chicago Floor Covering; Evelyn, daughter of Ray Call, FBM; and Mildred, daughter of John Matcha, Chicago Roofing

Bartley Foley is now the proud father of a baby boy born at the Norwood Hospital. Nor did the wise old bird, the stork, forget Jim Connors either, as he left a fine baby girl at the Norwood Hospital for him. Both mothers and both children are getting along finely, thank you, and congratulations all around.

We are sorry to report that Dave Regan, Jr., has been confined to his home for some time with the grippe. We wish him a speedy recovery.

Harold Smith is a new member in EME. Welcome to you, Harold.

Marshall Grant is stepping around in a new Buick.

One day when John McLennan of ERB was coming to work, there was a horse and wagon in the way, and John Burke of DMB was coming through from the other direction. Hence, there was nothing for John to do but leap-frog. McLennan thought it was a game of tag and tried to get out of the way, but the Chevy was too quick and tagged the Ford.

Win Schaier is in the market for a new Fliv that will go without the use of a rope.

Nelson Bartlett and Bill Koehler are the latest additions to the bridge fraternity. Instructions in the art of playing would be appreciated by these gentlemen. Perhaps the Girls' Bridge Club will extend a general invitation to all those desiring help to attend some of their parties.

One of the EMP men recently told of his wife picking a Mayflower up in New Hampshire on November 18. It was hard to believe at first, until he produced a blossom, sent to him by mail.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *David S. Lowry* *John H. Nolan*

Our new waste water system is now working and we expect to have a completely closed system. This is only one of the many improvements that has been made at Phillipsdale during the last year.

The new crane in the machine room is now working. This is somewhat heavier than the old one and will undoubtedly speed up the loading of cars and the piling of stock.

We know Les Howard is enjoying his vacation, for he has sent us some New York post cards that were postmarked Warren, R. I. We didn't know they sold New York cards down that way.

The chair which George Smith of FB broke the last time he was down here has been reinforced with steel bands and it is perfectly all right for him to come down again. We rather wish that some of these people would not sit quite so heavily.

Tommy Horridge has been announced as one of the winners of the vacation picture contest. So far as we know he is the first man from Phillipsdale to win such an honor.

Our sympathy is with John Maderios, who recently lost his father; Amos Simmons, who recently lost his child; and George Madden, in the recent loss of his son, Walter. Walter Madden at one time worked in the Phillipsdale office.

Our world famous no-accident performance was broken on November 2 when Serafim Moreiro received injuries to both legs. We are glad to say that his condition is very encouraging and we know that he would like to have some of the boys come in to see him. He is in Ward C in the Rhode Island Hospital.

Two new members are welcomed to the "Phillipsdale family"—Anible Lopez, born October 19 (weight, 11 pounds), son of Mr. and Mrs. August Lopez; and Joseph Fernandes, born October 26, son of Mr. and Mrs. Antone Fernandes.

New men who joined us during the last month or so include Dick Kelly and Peter Teresska in DPC, Patrick Clarkin and Edgar Vatcher in DPB, Clarence Ashley in DPM, and Lewis Jennings in DPE. We hope these men will enjoy their work with us.

DPE claims possession of the most educated cat in the states. As a catcher of mice and rats he (or she) is positively without equal. Chief Hawley will put him (or her)up against all comers.

BOX FACTORIES

East Walpole, Mass.

Albert H. Hammond *Will A. Evans*
George L. Holland *Charles S. Mutch*
Florence H. Slaney *Mary Driscoll*
Earl H. Hansen

Congratulations to Napoleon LaCasse who was married to Miss Rose Walker of Norwood recently.

We are glad to see Bill Urquhart back with us after his accident. Also Jim Lasky and Carl Nicklaus, both of whom were on the accident list.

Jack Walsh is back among us again after a sojourn in western Canada.

Alphonse Sylvester of FXC is the proud father of a baby boy, born November 2.

Stanley Palleko, FXC, won a large turkey from the Gaelic Club of Norwood. Some people are born lucky.

Edgar Ross almost doubled up on the usual cigar passing custom one day recently, when it became known that he was the father of twins, a boy and a girl, born November 8.

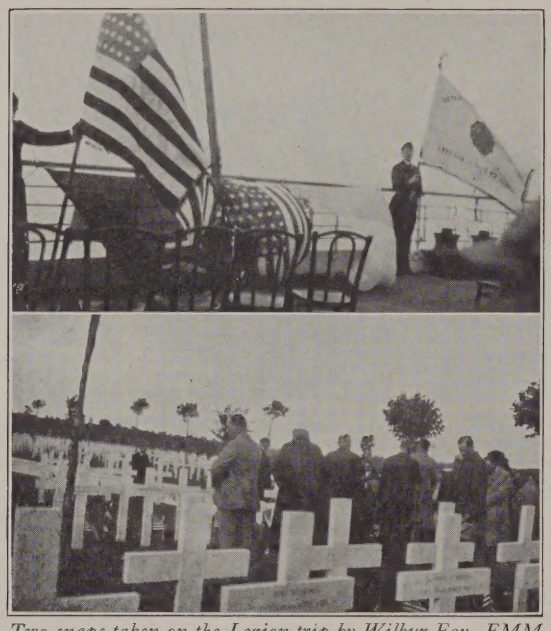
Luigi Ciarrocco was married recently.

Harold Higgins went to New York to see the B. C.–Fordham game, and reports a good contest and a great time.

Ralph Martin can rest in peace now that he has his new Bird sweater.

We are glad to see Leslie Hall back on the job after a three months' siege of sickness.

Helen Goldberg must have lost a bet to someone, for she came to work recently with two different shoes on.



Two snaps taken on the Legion trip by Wilbur Fay, EMM

Bill Quinn is our Box Shop Arthur Duffy, but he doesn't seem to pick them right.

Horace Hart of FXD got his signals mixed recently. He was out burning up the road at 6 a. m. How about it, Horace?

Deviney says Dedham didn't run true to form—that is why he is still looking for overtime.

We are glad to see Mary Someski back to work after her recent illness.

FXK is well represented at the Norwood evening school. Esther Olson and Reggie Schellin take up cooking, while Mrs. Jostin studies bookkeeping.

Jeanette Zealand left us last month. We wish her the best of luck in her new work.

Three new girls have come to work in FXR, to all of whom we extend a welcome. They are Nancy Dorr, Mrs. Orilla Swenor, and Catherine Proctor who was transferred from FXK.

We are glad to see Aubrey McLellan back again after her trouble with her eye.

We were sorry to see Grace Clark leave recently.

Kenneth Towle returned moose-less from his recent hunting trip, but reports a good time.

We welcome Ellsworth Fisher at DX1.

Otto Ross is confined at the Peter Bent Brigham Hospital. Here's hoping we see him up and around again before long.

Wilmer Wiggin was a recent visitor through part of the flood area of New Hampshire.

Among the new workers in the Box Factories, to whom we extend a hearty selcome, are: George Dray, George Lynch, Guerino Pagliari, George Gould, Ed. White, John Ginley, Howard Gould, Garrett Barry, Fred McKee, Jean McKenna, William Balfour, Charles Penza, Frank Fillmore, Jean Widgery, James Patton, Eric Ecklund.

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Ralph Kolseth *Charles Seavey*
Richard Stoddard *John White*

L. M. Pratt

Granville Baker has installed a new steam-heating plant in his new home at Westwood. Too bad, Granville, no more hot, air stories.

FBF extends a welcome to Amilio Polevick and also to Knut Carlson, both new workers in the department.

James Loughman, John Balutes and Tony Protassius received their final citizenship papers recently. Congratulations.

Arthur McKenna is the new inspector on the third tour of No. 5 machine. He is also half-back on the Bird Soccer team.

Carmel Guigliotta has returned from Italy and is now working on No. 7 machine.

Dominick Risitano has been transferred from FBB to the paint section of No. 5 machine.

Ed. Lincoln has blossomed out in a late Ford sedan.

Jock Graham is the captain of the FBM bowling team which now stands second in the league.

Tom Smith is near the top of the individual standings of the bowlers. Ted Machenzie has proved to be a find in bowling.

Ray Call journeyed to the Murray alleys to bowl some one "stickers." When the five strings were over Ray settled, the average of the machine man was 100. Ray's score was far, far below. Ray says, "You never can tell."

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

Harry Brandau attended the last meeting of the Asphalt Roofing and Shingle Association, Traffic Division, held in Buffalo.

Mr. S. Brown of the Waterloo Lumber Company, Waterloo, Iowa, and Mr. Murphy of Hill, Harris Company, Alexandria, La., were recent visitors.

"Lew" Freeman won the tennis match from Earl Clark and lost to Bill Wilson, who retains the cup for another year.

An Inter-Mill Conference was held at the plant on Tuesday, Wednesday and Thursday, November 1, 2, and 3, and those in attendance from other plants were Mr. Floyd and Mr. Chamberlain of East Walpole and Mr. Coutts of Hamilton, Ont.

John Sayles of the Traffic Department was married on June 25, but kept it a secret until just the other day.

Mr. J. P. Jepson, Manager, Townsend & Merrill Co. at Cedar Falls, Iowa, was a recent visitor at the plant.

Schultz from Wisconsin and Griffin from out in Iowa were at the Mill for a day.

An 11½-lb. baby girl was born to Mrs. J. J. Sullivan, Tuesday, November 8, and on the same day Mr. R. Dodge reports the birth of a son, Robert.

"Bill" Wilson was in St. Louis recently and on his return had some interesting things to say about the wreckage caused by the recent storm there.

Mr. Rettenmier of the Rettenmier Sheet Metal Works, Detroit, Mich., and Mr. Sayles of Veit & Davison Lumber Co.,

Pictorial proof that F. H. Hird, Chicago Roofing, works while away form his office

Flint, Mich., were in with L. L. Williams, Michigan salesman recently, spending the morning at the plant and the afternoon at the Chicago-Michigan football game.

C. T. Torrey was in to see us for a few hours.

FLOOR COVERING PLANT AND OFFICES

Norwood, Mass., Plant

L. J. Latham *G. L. Staples*
Tom Rogers *Carl Johnson*
Frank Sutherland

We extend our sympathy to Walter Hanson in his recent bereavement.

Joseph Howard is now rolling around in an Oakland coupe.

Adolph Doucette of FFB is the proud father of a baby boy, Mehim Joseph, born October 14.

Gordon Wilson has taken the fatal step. He was married November 19 to Miss Bertha Ellis. After a honeymoon trip to New York, the couple took up their residence at Press Avenue, Norwood.

Robert Miller is a new man in FFP.

Storkus and Russell have been transferred from FFG to FFP.

Lester Matchett has left Bird & Son to accept a position in Kansas City.

Matt Angelo has been ill for some time with bronchial pneumonia, but we hope to see him well on the road to recovery before long.

Ira Treen of FFY was married recently to Miss Anna

Just a little baseball during bowling and soccer. Dave Bowles warming up

Matheson. Miss Matheson comes from Nova Scotia. The wedding took place on October 8, in New York.

Hill of FFN, while on the way home from watch duty one night recently, met a dark and shadowy enemy and was defeated—"it wasn't that kind of a kitty."

Everett Tripp took a trip to the flood district recently where he visited relatives in St. Johnsbury, Vermont. He told us very little, but it must have been a very trying experience.

John Macchi had planned a hunting trip into Vermont, but as the falls are now too large to shoot, he decided to stay at home.

Red Johnson took a week-end to go hunting, but hasn't said much, nor produced any venison steaks, since he returned.

Hink Hathaway had a week-end party at his summer home on Cape Cod recently. They were quite a sporty bunch—Messrs. Hathaway, Johnson, Macchi and Sword.

Mike McCalagan has got tired of looking at the mustachios in FFB and is now raising one himself to show what a real one looks like.

Mike Benkiwicz is back at work in FFC after being out for a while with a strained shoulder.

They say that the foremen at FF are throwing out their chests since trimming the office gang at bowling. But wait until the men themselves start—then—curtains!

Romolo Conti of FFR is the proud father of a baby boy born November 11.

Stuart Nickerson, FFV, exhibits some Prince Edward Island trout

Chicago Office

B. I. Hindmarsh *Lillian Moe*

We regret to report the sudden and tragic death following an operation of Mrs. E. C. Battle, wife of our New Orleans representative.

All the girls in the office had a very enjoyable time at a shower given for Gladys Kamin at Irene Griffin's home. Miss Kamin left our office to be married on the tenth of December.

The men also had a party in honor of B. I. Hindmarsh, at the Illinois Athletic Club. Mr. Hindmarsh left for Little Rock on the 4th to be married on the 16th to Miss Elva Lee Borders. Mr. and Mrs. Hindmarsh plan to leave Little Rock on Friday, November 18 for Galveston. They will go by boat from Galveston to New York, returning to Chicago via the Twentieth Century.

R. W. Duvall, who has never been known to miss anything of importance, will attend the wedding. Mr. Hindmarsh will have to take added precaution in side-stepping pranks if Mr. Duvall has a "finger in the pie."

B. I. Hindmarsh of the Chicago Floor Covering Office, recently married

WHOZIT?

Here's one for the Chicago Roofing. When someone else isn't, this chap is. Though hard to believe, he was at one time, as the picture shows, "just about so high."

R. W. Westcott has just returned from the East where he attended a conference with H. E. Sawyer, Jr., and W. B. Rogers, Jr., to make plans for the coming season.

Miss Mary Ellen Brosnan left our office last week to return to her home town, Omaha, Nebraska. Miss Rita Benoit is now taking charge of the files. We welcome her into our organization.

We also have another new-comer, Charles Allen. Mr. Allen is helping out in the warehouse now, but will come into the office as an inside salesman shortly.

Mr. Wymer, who left us the first part of the year, is back again as an inside salesman. We are all glad to see him back.

We extend our congratulations to F. W. Jakel, proud father of a baby girl, Joan; W. J. O'Connell, also a proud father of a baby girl, Dorothy Ann; and E. C. Battle, proud father of a baby boy, Edwin, Jr.

T. J. Howells has just returned from a trip to New Orleans, where he started the new warehouse out on a systematic basis. He also stopped at Memphis and St. Louis on his way back.

Jim Foley is going shooting rabbits over the week-end in his home town Ottawa, Illinois. He expects to return with some for everyone in the warehouse.

When having the picture taken of our warehouse and workers for a recent *Review*, the smoke from the flash lightdrifted into our office adjoining and, not knowing the cause, our traffic man, Tom Howells, came running out yelling fire. We have voted him fire chief and are thinking of a suitable uniform for him.

I do the very best I know how . . . the very best I can, and I mean to keep doing so until the end. If the end brings me out all right, what is said against me won't amount to anything; if the end brings me out wrong, ten angels swearing I was right would make no difference.

—Abraham Lincoln.

Every man, however obscure, however far removed from the general recognition, is one of a grup of men impressible for good, and impressible for evil, and it is in the nature of things that he cannot really improve himself without in some degree improving other men.

—Charles Dickson.

A spirit of friendliness, a spirit of true public service expressed through constant contacts with the public, infusing and informing the policies and practices of the utility, will win and retain the good opinion of the public.

—M. S. Sloan.

Bird Hall Movies:—December

Saturday, December 3—"Running Wild." W. C. Fields.

Wednesday, December 7—"Stella Dallas." Ronald Colman, Belle Bennett and all-star cast, including Douglas Fairbanks, Jr.

Saturday, December 10—Zane Grey's "Nevada." Gary Cooper, Thelma Todd and star cast.

Wednesday, December 14. "Barbed Wire," with Pola Negri.

Saturday, December 17—"Hills of Kentucky," starring Rin-Tin-Tin and Jason Robards.

Wednesday, December 21—"An Affair of the Follies." Lewis Stone, Billie Dove and Lloyd Hughes.

Monday, December 26—"Firemen, Save My Child." Wallace Beery, Raymond Hatton. This picture is one of Paramount's latest releases. Special holiday show, afternoon and evening.

Wednesday, December 28—"The Third Degree." Dolores Costello with Louise Dresser.

Saturday, December 31—"The Overland Stage." Ken Maynard, Kathleen Collins.

We have omitted the regular show on Saturday, December 24, but have booked a very special attraction for the holiday show on Monday, December 26.

A committee from the Union Congregational Sunday School will conduct a Benefit on December 7. The feature for that date, "Stella Dallas", is a United Artists production. There will be the usual Paramount News and an Educational Cartoon, "The Peaceful City," also, special entertainment numbers have been arranged for by the committee in charge.

Cartoons from the Inkwell Imps, Educational, Paramount series and Paramount News on Wednesdays will be shown to complete the programs.

Walpole Home Building Notes

The Walpole Home Building Company, Inc., has sold to Arthur E. Cobb a lot and uncompleted house on Morse Street, East Walpole.

Agreement papers have been signed whereby The Walpole Home Building Company sells to T. L. Southack, Jr., a house lot on Woodland Road, East Walpole.

John King's new bungalow on June Street, East Walpole, will be completed about January 1.

F. R. Cooper expects to move into his new house on Pleasant Street, East Walpole, about December 15.

Harry Hudson has started the erection of a new house on June Street, East Walpole.

Work on the Music Court in Francis William Park, East Walpole, has been completed.

Construction work, alterations, and the installing of the new organ at the Union Congregational Church, East Walpole, will be completed about December 1.

William Bendel is ercting a new house near his present dwelling on Short Street.

Among the recent building permits is one for a new house on Short Street, being erected by Madelene Murphy.

Building permits in the Town of Norwood have been issued to Charles Rafuse for additions to his house at 1083 Pleasant Street, and to John Mattson, for an addition to his home, 48 Cedar Street.

We are creatures of habit. We succeed or fail as we acquire good habits or bad ones; and we acquire good habits as easily as bad ones. That is a fact. Most people don't believe this. Only those who find it out succeed in life.

—Herbert Spencer.

The old law of supply and demand is still operating. If conditions become worse, farmers will leave the farms, the production of grain will decrease and the price will be lifted.

—Charles M. Schwab.

SAFETY RECORD SHOWS PROBABLE REDUCTION FOR 1927

IN accordance with the rules laid down during the annual Safety Week, Safety Calendars will soon be distributed to all those in the departments that worked through the week without a lost-time accident. Previously the calendars have been given only to the mill workers, but this year *every* Bird worker will receive one.

The calendars are distributed at considerable cost, but in the hope that, hung in the workers' homes, they will preach the gospel of "Today and Every Day—Think Safety." It is expected that they will be ready before Christmas.

Generally speaking, the campaign during the past year for a reduction of accidents over the previous 12 months has been successful.

Viewing the various records of the plants we find a reduction in all but one.

The Paper Mills have been burdened with a number of minor accidents, several with the loss of only one day, that have prevented this department from making a clear record in any one month. But to date they have reduced their record by at least four accidents, and may finish the year with an even greater reduction.

No. 1 Box Shop has done very well some months, and has been very poor in others. Five of the months to date showed a clean record, but with five accidents in another month, and others scattered, their reduction is not quite what it should be.

No. 2 Box Shop has had four perfect months through the year, and is now driving hard to maintain a reduction over its 1926 record.

Engineering is doing better than last year, and should show at least four or five less lost-timers than they had last year.

Floor Covering, while getting off to a good start, has had several poor months, and is now running ahead of 1926 in number of injuries. But they are fighting hard to keep the increase as small as possible.

Building and Roofing has scored a substantial reduction, and intends to make it even greater before the end of the year.

Phillipsdale, champion safety workers of the company, have likewise scored well, having worked eight months without a lost-timer, five of them consecutively. This good record was broken in the early part of November by an unfortunate accident to a beater room man, described in the Safety News. But they haven't let this discourage them, and they are back in the ring again.

Chicago is about even with last year, but are looking forward to 1928 when, with more experience in Safety work behind them, they intend to give the other mills a run.

And there you have it! Are you proud of your department record or not? If you are, do all you can to maintain it—and even if it is "not so good," see that you and every one else in your department makes this closing month of the year the best ever for Safety.

CARDS OF THANKS

Mrs. Charles Sumner Bird wishes to express her deep appreciation and warm thanks for the beautiful floral tributes received as follows:

The mass of pink roses from employees of the Bird Machine Company.

The wreath of roses from the Western Floor Covering Division.

The stand of pink and white roses from the employees of the Chicago Roofing Mill and office.

The pink rose casket cover from the workers in the East Walpole and Norwood plants and offices.

The spray of red and white roses from the Walpole Home Building Company.

We wish to thank our friends and shop-mates for the many kind expressions of sympathy, and for the beautiful flowers sent to us in our recent bereavement.

George E. Wood,
Ernest R. Wood.

We wish to thank all the friends who so kindly remembered us in our recent bereavement, and for the many flowers.

Mr. and Mrs. H. L. Tower.

I wish to thank my fellow workers for the plant and the fruit sent to me during my illness.

Anna Davis.

May I express my thanks to my fellow workers in FXR for their lovely gift.

Jeannette Zealand.

BIRD'S
NEPONSET REVIEW

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Did You Collect?

FOR the past few days, and during the next week or two, the Neponset Credit Union pays out to those who belong to its Christmas Club the money they have been saving during the year.

Are you among those to receive a check?

If you are, congratulations. For you the annual visit of St. Nick is a welcome one, and the mail that comes right after the first of January holds no terrors of unpayable Christmas bills.

We'll wager, too, that you didn't miss the dollar, more or less, that didn't appear in your pay envelope regularly. You got along very well without it, and now, like manna from the heavens above, comes a nice fat check.

Almost like magic, isn't it?

If you are not one of the Christmas Club fortunates, make a New Year's resolution in advance to join for 1928. It's so simple. You don't need to worry about missing payments. The money is deducted from your pay, and credited to your account. A dollar a week mounts up to well over $50 during the year's period. Don't you wish you had it now?

Nor is the Christmas Club the limit of this idea. You can use it for coal, taxes, mortgages, vacations, or for any other like obligations.

You save so much for a certain length of time. At the end of the period you have the necessary money, and need only direct the Credit Union to make out a check for the taxes, say, mail it, and your worries are over before they have begun.

Nor does the idea stop there. For from saving for an immediate purpose such as Christmas, vacations, taxes, etc., it is an easy step to saving for future needs—a house-lot, a home, education for your children, something for "a rainy day," enough to insure a comfortable old age.

Help in Lowering the Coal Bill

FUEL Economy in Heating the Home" is the title of the valuable little booklet from which these helpful hints are taken.

It is published by the Special Commission on the Necessaries of Life, at the State House, from whom extra copies may be obtained:

(1) Start fire with generous amount of wood; add thin layers of coal to build up fire. Carry a deep bed of fire—even with bottom of feed door—so that it will not burn through in spots and admit too much air. In extreme cold weather round up fuel bed above lower level of feed door. It is wasteful to carry a shallow fire. In mild weather allow ashes to accumulate on top of grates to retard rate of combustion.

(2) Before adding fresh coal, open smoke pipe damper, close check damper and, if necessary, shake grates, stopping when light appears in ash pit; the kindling fire should be hot and cover entire grate surface.

(3) Fresh fuel should be spread evenly over fire, but to increase the amount of heat received leave a small bed of burning fuel exposed to ignite gases distilled from the new coal. This method of firing will also tend to eliminate any flare-back or explosion from an accumulation of gases.

(4) After firing, open ash pit damper wide to ignite fresh coal. When blue flame burning brightly appears on top of fire, close ash pit damper and adjust smoke pipe and check dampers as found best by experience.

(5) Open damper in feed door to admit air over top of fire when a fresh charge of coal is coming up; it should be closed or partly closed about one hour after firing. This damper acts as a check on the fire. After banking fire for night, leave this damper open to slow up combustion.

(6) Never use poker on top of fire. Do not shake grates too often—in moderate weather once a day and in severe weather twice a day should be sufficient. Keep ash pit clean of ashes and grates free of clinkers, as there must be a free flow of air through the grates and coal to get the best results.

(7) A material saving in the fuel bill may be effected by using the Pea or Buckwheat sizes with the larger sizes. Keep smaller sizes in separate bin, as fire should be built in layers with larger sizes at the bottom. Take care not to force fire and burn smaller sizes too rapidly. Always leave a small bed of red coals exposed. In severe weather use about 25% smaller sizes and in mild weather, when less heat is required, use a larger percentage of the smaller sizes. Follow general rules given above for care of fire and adjustment of dampers.

Think as you work, for in the final analysis your worth to your company comes not only in solving problems but in anticipating them.

—H. H. Ross.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Super Twins Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated
Refrigerator Insulating

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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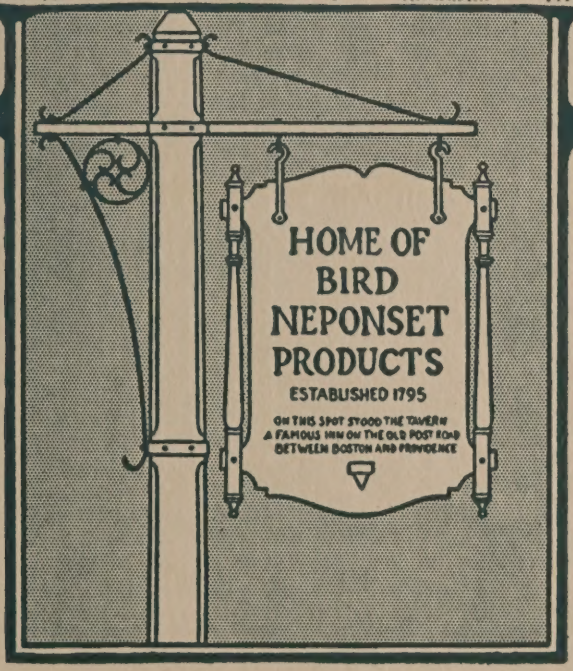
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

BIRD'S Neponset REVIEW

Edited and Planned by Employees of
BIRD & SON, inc.
East Walpole, Massachusetts



Holiday Number
1927 · 1928

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Minneapolis, Columbus

Warehouses
Chicago, Baltimore, Everett, Mass., Brockton, Mass., Minneapolis

Officers

President, PHILIP R. ALLEN
Vice-President, GEORGE R. WYMAN
Vice-President, ELMER H. BARTLETT
Sec. and Treas., HERBERT H. MILLER

Directors

PHILIP R. ALLEN
ELMER H. BARTLETT
CHARLES S. BIRD, JR.
GEORGE D. DUTTON
GEORGE C. LEE
JOHN R. MACOMBER
HERBERT H. MILLER
HOWLAND TWOMBLY
GEORGE R. WYMAN

Sales Division

Special Paper Sales
Vice-President and Manager, ELMER H. BARTLETT

Roofing Sales
Manager, PHILIP H. BAILEY
Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales
Manager, CHESTER H. ANDREWS

Western Plant
Manager, FREDERICK H. HIRD
Sales Manager, WILLIAM W. WILSON
Manufacturing Manager, BENJAMIN H. ROBERTS
Southern Sales Manager, ROBERT D. PETERSON

Assistant to President, RICHARD C. FLOYD

Comptroller, DONALD A. CHASE
Auditor, AXEL H. ANDERSON

Manufacturing Division

Vice. Pres. and Mfg. Mgr., GEORGE R. WYMAN
Asst. Mfg. Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLAIN

Labor Bureau Manager, BENJAMIN D. ROGERS

Asst. Treasurer and Credits, DIMON E. MERRILL

FLOOR COVERING SALES

Bird and Son Sales Corporation

President, PHILIP R. ALLEN
Vice-Pres. and Sales Mgr., H. EUGENE SAWYER, JR.
Sec. and Treas., HERBERT H. MILLER

Eastern Mgr., WILLIAM B. ROGERS, JR.
Western Mgr., RALPH W. WESTCOTT
Pacific Coast Mgr., L. W. PROUTY

Branch Offices
Boston, New York, Chicago,

Warehouses
Baltimore, Camden, Chicago, Cincinnati, Dallas, Detroit, East Walpole, Grand Rapids, Houston, Indianapolis, Kansas City, Milwaukee, Memphis, New York, Pittsburgh, Richmond, St. Louis, St. Paul.

BIRD'S NEPONSET REVIEW

Vol. XVI HOLIDAY NUMBER No. 1

Our President's Message

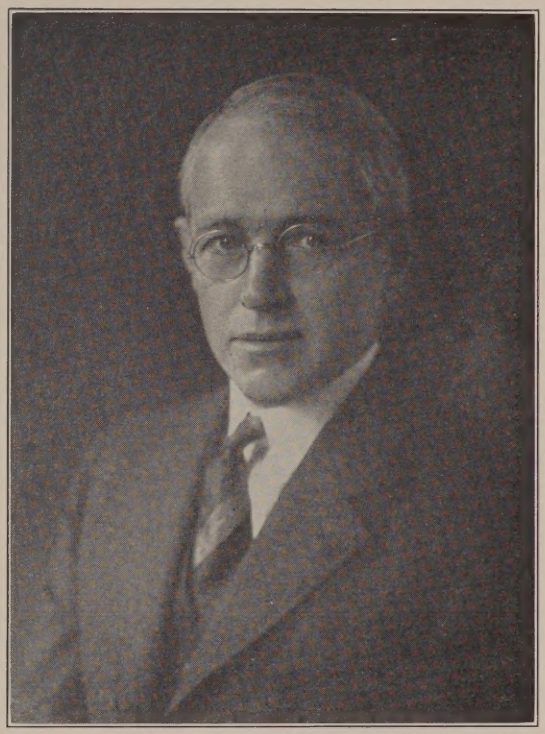
It is fitting at this time to pause in our day's occupation and again pay tribute, although it must be a silent one, to our late President, Charles Sumner Bird. What better way to do this than to read once more, a recent Christmas message of his, written for the Neponset *Review*. It breathes the spirit of the man we knew, respected and loved.

"One test of our business is the human fruit it develops—the character and the spirit of our workers from the top to the bottom of the ladder. If our business helps to make the home life in this community happier and more useful, if our material prosperity is reasonably and fairly distributed among our different units, then, and then only, can we claim to have laid the foundation of an enduring and worthy business organization. We must not be rich in cash and merchandise and other material possessions and yet be poor in meritorious deeds of love and charity.

"Friends, the spirit of comradeship and of co-operative endeavor has been the greatest asset in the upbuilding of our business. That spirit pervades our organization today to a greater degree than ever before and that is why I have great confidence in our future success."

Yes, Mr. Bird had confidence in our future success and faith in our organization. It was one of his supreme satisfactions during his long illness, that the business to which he had devoted his long life was carrying on so successfully. He used to ask—"How do you account for it?" My answer was—"Do you know of any other organization like ours? I don't"; and (you will forgive me if it seems like boasting and remember that this is only written "just between ourselves") there isn't any other organization in the whole world that is just like ours. We can all be proud of it without being at all conceited.

This business has been built surely and slowly. It has been built on the solid foundation of the principles expressed by Charles Sumner Bird in his Christmas Message to us. Nothing can



shake such a foundation, and we can go on building, sure in its stability.

A great trust has been left us. The responsibility is ours. The work is ours—workers all and all working for the best interests of all. Let us go forward with high courage, cherishing and clinging to the old high ideals, with minds open and alert for new enterprises.

Many expressions of good will and best wishes have come to me. They are deeply appreciated. They cannot be accepted as personal, but have been acknowledged in behalf of our whole organization.

Let me extend to everyone—A Merry Christmas and A Happy New Year.

Philip R. Allen

From Elmer H. Bartlett, Vice-President

THIS is the season for reviewing and looking ahead in the business world. When meditating over the important events of the year just closing, the one foremost (and I dare say this is true with all of our associates) is the passing of our highly esteemed President, Charles Sumner Bird.

Through his great efforts and sterling character we are today one of the leading manufacturers in this country in our respective lines. By his guidance, supervision and foresight, a policy was inculcated into our very being, that can never cease so long as we, his pupils, are at the helm.

We today are under the same spell as any group of workers whose every effort has been to produce quality products. We simply cannot change our ways to make inferior or cheap materials. I am sure that if our customers with whom we have dealt have had confidence in us in the past, they will have that same confidence in the future.

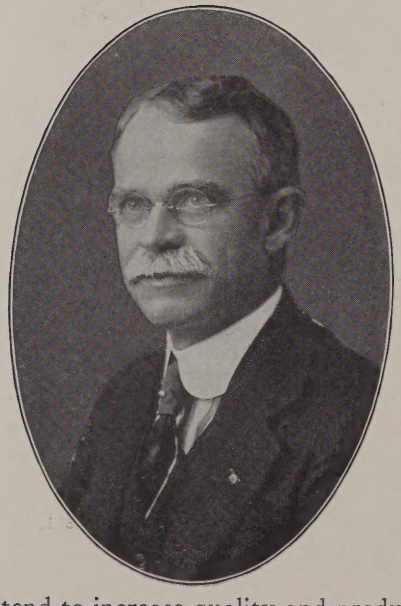
Trade is running more and more to mass production, and while no doubt competition will continue to be keen, there is every indication that the old orgy of price cutting and selling without profit has reached the stage where, of necessity, it must stop. Industry must operate at a profit to long exist. We believe that industries are learning that stabilization does not come from competitive price slashing.

We have faith and confidence in our ability not only to hold the trade we have but, through increased service, production and sales, to strengthen our relations with old customers, and make new ones.

A Merry Christmas and a Happy
and Prosperous New Year to everyone.

Elmer H. Bartlett

From George R. Wyman, Vice-President



IF I had been tutored by our good friend and associate, P. H. Bailey, I would start this article with the saying that "1927 is going out with a bang."

I had no idea the day before writing this article that I would say anything along this line, but a request came from the Sales Department to know if we could load 360 cars during the balance of the month at the Norwood plant, and the next request was from the plant, to know if there was any objection to working Christmas Day. This shows the fine spirit that governs departments in our organization—everybody is trying to do his part, even though it means nights, Sundays, or Christmas. Of course, we are not going to work Christmas Day and, of course, we can load 360 cars, and then some, as long as we are fortunate enough to have the orders.

This is typical of our general condition at the end of the year. We have already produced and shipped more tonnage this year than in 1926, and this is what we went out to do. My congratulations are hereby publicly handed to the Sales Department and to each and every Manufacturing Division for the splendid work which has been done in making 1927 the largest year ever for Bird & Son.

During the year many improvements have been made which tend to increase quality and production. As we all know, our late President, Mr. Bird, always urged that we keep quality first. His insistence on the question of quality will be followed out and handed down as one of the traditions of our institution.

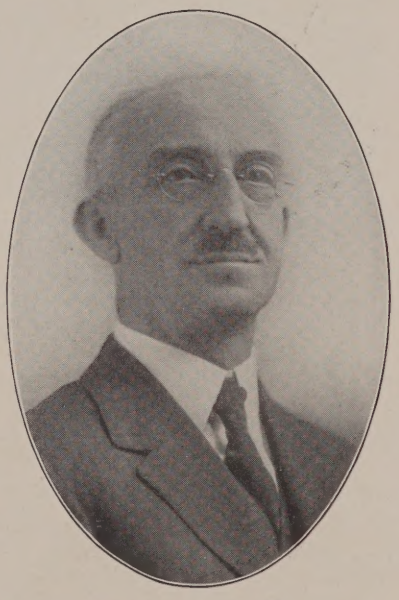
We little thought a year ago, even though he had been ill for a long time, that he would not be with us to go over the accomplishments of the year as was his custom about this time. We miss his cheering words and sympathetic counsel, but none of us could wish him back to go through the days of ill health which he knew, better than anyone else, lay before him. His ideals and policies were so firmly laid down in our organization during the long period of his active association with it that they have become an actual part of the business and I am sure that, while it is not possible for him to be here in body, he is with us in spirit.

Within a few days, we will close the book on 1927. Let us start 1928 with a full determination that we will beat 1927 on every count and that we will put in the background any question of New England slipping so far as our organization is concerned, and thereby do our part.

A Merry Christmas and a
Happy New Year to you all.

George R. Wyman

From Herbert H. Miller, Secretary-Treasurer



SOMETHING over a year ago, when I discussed with Mr. Bird general conditions and said that business looked pretty good for the next few months, but after that I did not know what they would be, I cannot help but recall the remark he made—"Conditions mean nothing to me. What I am interested in is producing quality goods and giving service. These, plus everybody being on his toes, will produce results."

To me it was a story complete in itself. The results of this year which, on the whole, have been very good, justify this statement as exemplified in the optimism and the forwardlooking program that has been carried out.

If we stick to the manufacture of quality products, pay strict attention to service and work in full cooperation with our customers, we cannot help but move forward with confidence in our business and in ourselves. It is only through careful consideration of all problems that enter into a business like ours that we can hope to cope with the unusual competition conditions existing today.

A verse comes to mind that represents the spirit of true progress —"I had much rather be buried in the grave of defeat than never to have gone forth to battle."

A Merry Christmas and
A Happy Every Day!

Herbert H. Miller

OFFICERS AND DIRECTORS ELECTED

DURING November the stockholders of Bird & Son voted to increase the number of directors from three to nine, and elected the following men as directors in the company: Philip R. Allen, Elmer H. Bartlett, Charles S. Bird, Jr., George D. Dutton, George C. Lee, John R. Macomber, Herbert H. Miller, Howland Twombly, George R. Wyman.

Following this action, the directors elected the new officers of the company: Philip R. Allen, President; Elmer H. Bartlett and George R. Wyman, Vice-Presidents; and Herbert H. Miller, Secretary and Treasurer.

Our officers are all men of long service with Bird & Son and have worked their way up to their present positions by outstanding ability demonstrated through hard work.

The *Review* is very glad to record these elections and to declare, on behalf of all the Bird workers, faith and confidence in the new officers.

Officers and Directors of Bird & Son, inc. Front row: John R. Macomber, Charles S. Bird, Jr., Herbert H. Miller. Second row: Howland Twombly, Elmer H. Bartlett. Top row: George C. Lee, George D. Dutton, Philip R. Allen, George R. Wyman.

The new executives will find the same spirit of cooperation behind them as has existed in past years.

Mr. Allen, our new President, is a native of Walpole and has always made his home here. He attended the Walpole schools, Phillips-Andover Academy and Yale University.

He entered the employ of Bird & Son on September 15, 1898. His ability was recognized by Mr. Bird and he was soon promoted to a salesman's position. Within a few years Mr. Bird turned over the whole problem of distribution to him. In 1913, when a partnership was formed, Mr. Allen was admitted as a partner in the business, and in 1918, when Bird & Son was incorporated, Mr. Allen was elected vice-president and held that position until Mr. Bird's death. He is an executor and trustee of Mr. Bird's estate.

For the last two years, during Mr. Bird's illness, Mr. Allen has been the directing head of the institution, and is preeminently fitted to assume his responsibilities.

In addition to his connections with Bird & Son, inc., he is president of Building Products, Ltd., Canada (formery Bird & Son, Ltd.,) and is a member of the Federal Reserve Bank of Boston, which position he has held for nine years.

George R. Wyman, vice-president and manufacturing manager, joined the company over forty years ago on March 17, 1887. He came to work as a machinist, from his father's shop in South Boston, where he had learned his trade.

Through the ensuing years, as the physical expansion of the plants took place, and countless new manufacturing problems arose, Mr. Wyman found himself becoming more and more closely associatied with this growth.

He became superintendent of the Box Shop in 1892. Much of the experimental work in the development of new products and new machinery was done by Mr. Wyman. In 1911 he was appointed Manager of Manufacturing in the Norwood and Hamilton Plants, in addition to his work as superintendent of the Box Factories in East Walpole. In 1915 he became general manufacturing manager in charge of all the plants at East Walpole, Norwood, Phillipsdale, Hamilton and Pont Rouge.

His long and intimate associations with our plant and production problems provides him with a wealth of knowledge and experience to carry out the manufacturing policies of the company along progressive lines.

Elmer H. Bartlett, vice-president and manager of the Special Papers Sales Division, is the oldest in point of service of the officers. His connection with the company began August 25, 1885, when he came to work as an office boy in the little one-room office that housed the entire executive force of F. W. Bird & Son at that time. Mr. Bartlett has filled the positions of timekeeper, paymaster, bookkeeper, order clerk and many others, covering at one time or another about all the various tasks in the office.

Mr. Bartlett has been active in the distribution end of all our products, and with the growth of our business and the establishing of our sales divisions, it was quite natural that he should become Sales Manager of the Paper Division, which position he has held for several years.

Mr. Bartlett, with a capacity for hard work, close application and selling ability, together with his long association and knowledge of the company and its policies, is admirably fitted for his position of vice-president.

Herbert H. Miller, secretary and treasurer, retains the position that he has held so capably during the past ten years. His connection with Bird & Son covers a period of more than twenty-five years since he came to work here as bookkeeper in February, 1902.

(Continued on Page 18)

A REVIEW OF THE YEAR

This article will sketch for you the year's progress in the various divisions of our business. Some space has been given also, in word and picture, to describing the functions of some of the departments, and to telling something of conditions and future prospects in the four industries represented by our divisions of Building and Roofing, Floor Covering, Boxes, and Special Papers.

In all of these divisions, Bird & Son are among the pioneers. Starting as a paper mill, later developing special paper products, then paper boxes, later asphalt roofing products, and still later floor coverings, this company was always among the first to produce these goods.

Acting always on a policy of "quality products," Bird & Son has risen to and continues to hold a position high among the leaders in the paper, box, roofing and floor covering fields.

BUILDING AND ROOFING

THE use of asphalt roofings is increasing year by year, since they provide great resistance to fire, are waterproof, durable and of increasingly attractive appearance—all at a cost well within the reach of the average home builder. Appearance has become an increasingly important factor, and is being met by the use of natural colored slate in attractive single tints, and in harmonious color combinations.

Bird & Son is closing the year with a substantial gain in the sales of roofing. Sales are gratifying because new building has declined somewhat this year; competition has grown sharper; many new styles and colors have been put on the market. But December 31 will see the fulfilment of its prophecy in last year's Holiday *Review* that we would enjoy the usual increase over the previous year's sales.

The report of the Western Division, coming from our Chicago Plant and Office, gives added support to this optimism. Chicago reports a substantial increase in the number of dealers on its books. This indicates that confidence in us by the ones on whom we depend for sales of our materials to the consuming public is spreading to an ever increasing number.

"In the long run it is the attitude of the final user which makes for the success or lack of success of a manufacturer. The good opinion of the public with whom our salesmen come in contact is a great asset and one which we are striving mightily to secure. This is one of the reasons why we are so careful in the selection of our salesmen. A salesman must be more than an order-getter. Our salesmen must live up to the standard of character set by the fine traditions of Bird & Son. Our salesmen are our representatives whom dealers and builders are constantly meeting. They are a great influence in forming a public opinion of this company."

From the Manufacturing come reports of constant effort to improve products and service rendered to customers. The year has been an unusual one in the peak demands put upon the mills to satisfy the requirements for roofing products. New records have been made in shipping, both on total quantity, and the number of tons shipped per day.

At the Norwood plant changes and improvements have been made by the addition of a large warehouse, new and larger quarters for the

In 1927, the BIRD Roofing Mills produced sufficient asphalt roofings to cover over a quarter of a million homes of average size

Where Floor Covering designs are produced

Maintenance department, the elimination of all manual labor in loading trucks by the use of over 2000 skids, moved by electric trucks, so that nearly 6000 tons of roofing can be in storage in the warehouse at one time, and can be carried to cars without manual labor at any time until the final loading of skids in the railroad car.

New machinery was installed during the year for the manufacture of cements and roof coatings. The quality of these materials has been established at high standards and in consequence the volume of this business has been greatly increased.

The old "Kettle House," long famous for its mysterious heat chambers, gas flues, asphalt ladles and complex piping, has been dismantled to make room for expansion. Thus passes into history a discarded method of manufacture, which has been replaced by modern equipment.

Many improvements have been made in the yard and around the plant in general. A new bridge over the river and a new sewerage system, and much grading and making of lawns has improved the appearance of the yard. A huge reservoir for the fire pump and a pressure tank for the automatic sprinklers has added greatly to fire-prevention facilities. A new system of artesian wells for cooling water has been put into successful operation.

The Chicago plant also reports an important advance in its manufacturing.

"In order to improve our product we have just completed the installation of an automatic oil equipment. This makes it possible for us to turn out a better grade of slate surfaced roofing and shingles than at any time in the past. In fact we feel that the quality of our product, though we have always set a high standard, is today just a little better than it has ever been before. It is our constant aim and effort not only to maintain those standards, but to carry on research work that will enable us to improve them if we can."

In conclusion, the Roofing division, both East and West, feels sure that while 1928 may bring a slight decrease in new building, and will surely witness severe competition, that we will meet it successfully, and even increase our sales through improved sales methods, improved distribution, additions to the line of asphalt shingles, all of which we are in a better position to furnish than ever before, and finally, by the momentum which we have gained in the preceding successful years.

FLOOR COVERING

THE Floor Covering division reports that the hard surfaced floor covering industry has undergone some far reaching changes during the last twelve months.

"The most important of these changes, from our point of view, has been the very rapid inroad which felt base has made upon printed linoleum. Most people have thought for some time that this condition would eventually arise, but few expected to see it come so soon."

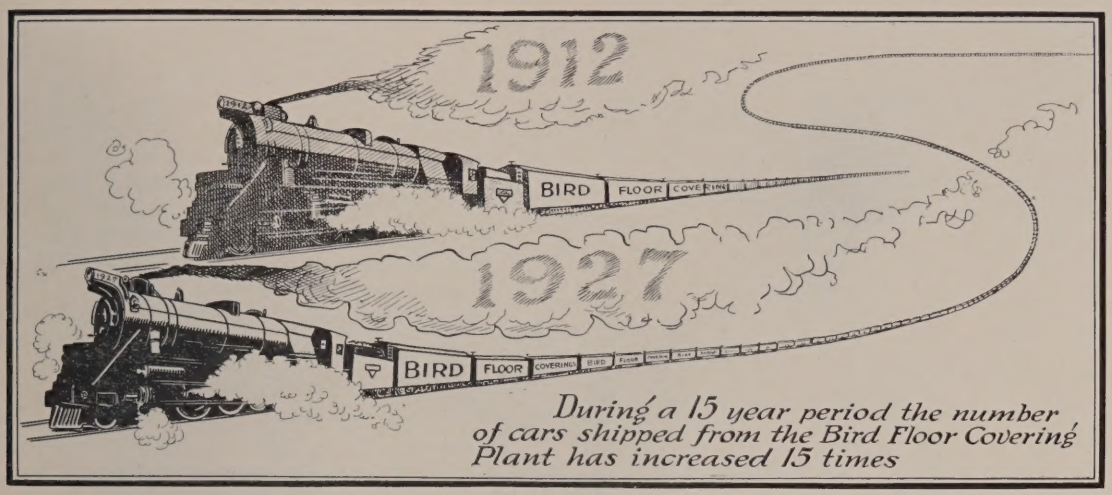
One of the indications of this change can be found in the actions of the linoleum manufacturers themselves. It has only been within a comparatively short time that linoleum and felt base have both been made and sold by the same manufacturer. A few years ago linoleum manufacturers made linoleum only, and were very outspoken in their criticism of felt base. Today several manufacturers produce both products. In fact, some of the older linoleum manufacturers are devoting particular emphasis in their sales policies, advertising, etc., to felt base.

"Felt base floor covering as a product has become well known and generally accepted by the public. Price reductions on felt base rugs have brought them within reach of a number of people who could not afford to buy on the old basis. An entirely new and broader market has been opened.

"We ourselves have done a much larger business this year in square yards than ever before. This same condition holds true of the felt base manufacturers in general. Although the replacement of printed linoleum and the lower prices on rugs have increased the sales of felt base floor covering, a large potential market still exists."

Other changes have occurred which have no bearing on market possibilities, but which are interesting in themselves. In the matter of designs, for instance, tremendous progress has been made during the last year. Ever since we originated felt base floor covering, the designs have been of a geometrical nature, having repeats of the pattern at regular intervals. Of late, however, the taste for more original and irregular patterns has become pronounced, with the result that manufacturers today are making types of patterns which were believed impossible two or or three years ago.

Another interesting development is the change



During a 15 year period the number of cars shipped from the Bird Floor Covering Plant has increased 15 times

in popularity of colors. A short time ago blue was the leading color. Today blue has dropped to third place, tans and grays heading the list. Green, which a short time ago was unheard of in hard surfaced floor coverings, has lately become extremely popular. The average woman's taste demands decorative and artistic effects in floor coverings today, whereas in the past it was largely a matter-of-fact selection from standard tile or inlaid types of designs.

Looking now at the Manufacturing report of the year, we find the development there of floor covering having a finer and smoother surface which has assisted in bringing out the attractive qualities of various new tile designs. This new surface also perfects one already very easily cleaned.

"A steady increase in the production of floor covering has been maintained, so that we find we are again exceeding the shipments of the previous year at about the end of the tenth month. This is a very good record of steady growth and improvement."

To the visitor at the plant, the improvements and enlargements would not be so obvious as in some previous years when we have been carrying on a large amount of construction. Our operations in all departments have been improved, primarily in points of quality and waste. At the same time quality and production have been increased, where studies have shown this possible.

The interest of our foremen, and in turn that of our men, has been promoted through the working of the Foremen's Club, which was organized in 1926. This has given our foremen a knowledge of the aims and purposes which are to be carried out, with a more definite idea than at any previous time as to their particular part in making up a good working organization. To them is due credit for the work which has been accomplished during the year.

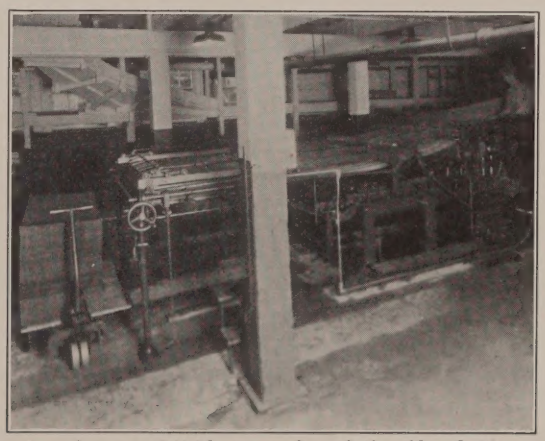
Our Sales department confidently states that the felt base industry is in better shape now than it has been for some time. Prices on the better brands are stabilized. This fact in itself has resulted in greater confidence among buyers. Retail and wholesale stocks are small. The practice of hand to mouth buying has kept the merchants' stocks in a liquid condition, and has helped them to make a more satisfactory rate of turnover.

"All things considered, we anticipate a very satisfactory floor covering business during 1928."

BOX DIVISION

AS a large part of the raw material for making box board is waste material, old papers for chipboard, and straw for the strawboard products, the Box Industry can be considered to be, as can the others of Bird & Son's industries—Floor Covering, Roofing and Special Papers—on a solid foundation—the utilization of waste materials to make staple products.

The larger part of our boxboard production goes into Corrugated and Solid Fibre Shipping cases. The use of this type of shipping container



One of the new Miehle presses for printing Shoe Cartons

has shown a tremendous increase during the last ten years all over the country. Bird & Son has shared in the production of such cases to meet this increase.

There are several sound economic reasons for the growing use of paper shipping containers. These include a saving in cost compared to the wooden case; a saving in weight, which results in a saving in freight bills; a saving in storage space, since the case is shipped flat; a saving in claims for concealed loss, since the case can be sealed.

"If all shipping boxes today were made from wood, the demand would be such as to make the cost almost prohibitive. Some large shippers have gone so far as to say that if the Fibre box were eliminated it would be impossible for them to market their product."

Our Shoe Cartons, Tack and Screw Boxes and Flower Pots are all boxboard productions coming under the same classifications.

"Having in mind these facts we cannot help but feel that the industry is on a solid foundation, and we, as part of that industry, can look forward to constantly increasing demands for our Box products."

The past year saw several important changes both in the equipment and in the nature of the business in the manufacturing end of the Box Division. A very noticeable change was the increased demand by customers for speedy delivery. Hand-to-mouth buying has pervaded every field.

To cope with this new situation, a special department was organized whose sole function it is to see that service to the customer is maintained.

In our shoe carton department changing needs of our customers necessitated the installation of a complete new line of equipment including sheet cutters, and a one and a two color Miehle presses, and Miehle cutter and creaser.

In our corrugated department, more specialty work was taken on which introduced new problems in production.

Additional shipping facilities were added and a change made from hand trucks to motor driven tractors and trailers. The shipping department for No. 2 Box Shop is now installed in its new quarters in the new building.

SPECIAL PAPERS

THE standing of this division during the past year has been quite gratifying, which can only be accounted for by steady, persistent labor, more painstaking than ever in all details, to give quality, service and helpfulness in all our business dealings.

During the year we receive many inquiries in the Special Paper Division for different papers or paper articles which are entirely foreign or out of our line. We always make it a point on such an occasion to find out who is the best and nearest New England manufacturer of such goods, and then refer the inquirer to the proper party, or write to the manufacturer direct.

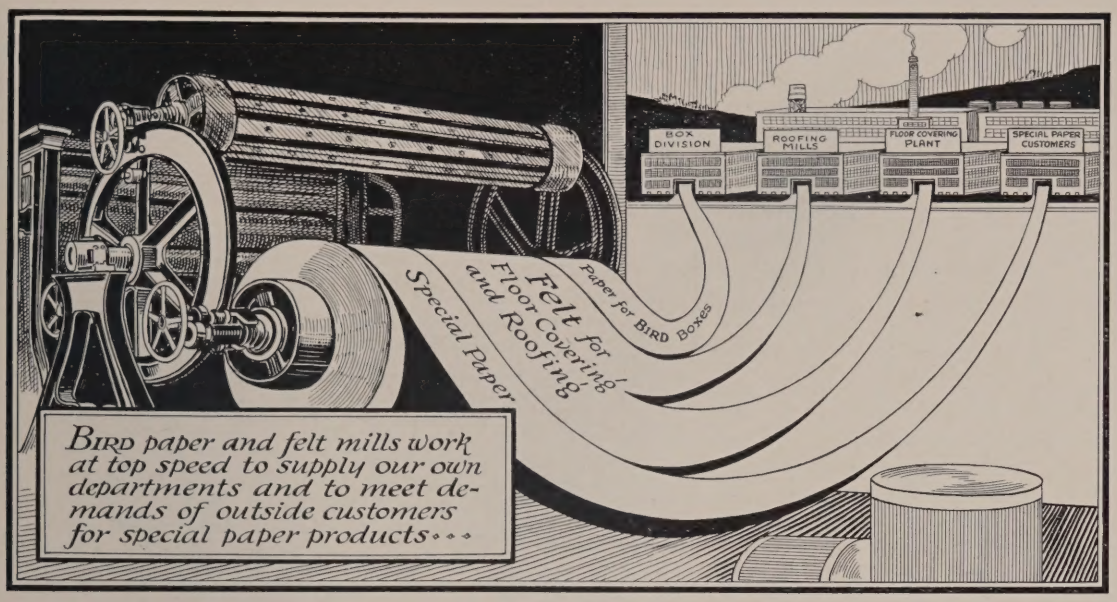
Even our competitors receive such data from us and their acknowledgements shown an entirely different and appreciative spirit than was manifest not so many years ago.

The outstanding improvement in 1927 at the Main Mills at East Walpole was the completion of the four-story fireproof maintenance and storage building, which has been described elsewhere. This, together with the extension of the building housing No. 2 Machine, gives our mill yard a modern touch and enables us to improve the appearance of the yard by providing a concrete road and ample grass plots.

The extension to No. 2 Paper Machine modernized that machine by electric drive, magnetic clutches, worm gear drives, up-to-date vapor absorption system and new Moore and White winder. No. 3 Machine was also electrified.

No. 5 Machine continued at high production and set up a new record of over 123 tons per day. No. 4 Machine is being given new life by a modern new Fourdrinier part and the completion of the replacement of the old flat screens by Bird Screens.

A new tractor house with added charging equipment was built in the space formerly occupied by drainers. Further motor-driven equipment was


BOX DIVISION
ROOFING MILLS
FLOOR COVERING PLANT
SPECIAL PAPER CUSTOMERS
Paper for BIRD Boxes
Felt for Floor Covering and Roofing
Special Paper
BIRD paper and felt mills work at top speed to supply our own departments and to meet demands of outside customers for special paper products

added, replacing many hand trucks.

Surplus equipment at our finishing mill has been utilized to manufacture gummed Kraft for all our own uses in finishing our many products.

Our No. 1 beater room has been completely electrified, and some of the beaters rebuilt.

Many of the changes made do not affect the productive capacity, but make for more efficient operation. We have ample capacity to meet the demands of our own divisions and of outside customers, and there is still room for expansion should the demand continue to increase as it has yearly.

During the year the Foremen's Club met regularly, and much good came from the course conducted by the foremen themselves.

Our Phillipsdale mill completes the year with a record for continuous running with no idle time.

Many changes have been made to improve quality and reduce costs. A Toledo continuous weighing scale has been installed to give better control of the weight of felt. The rewinder drive has been separated from the machine drive. We installed a new metal hood and extended the vapor absorption system.

The replacement of the old beaters by new iron tubs was completed, and a new cement floor in the beater room was put in. A new waste water system with Bird Save-Alls has just been completed. Vickery Doctors have been placed on more of the driers and on the presses.

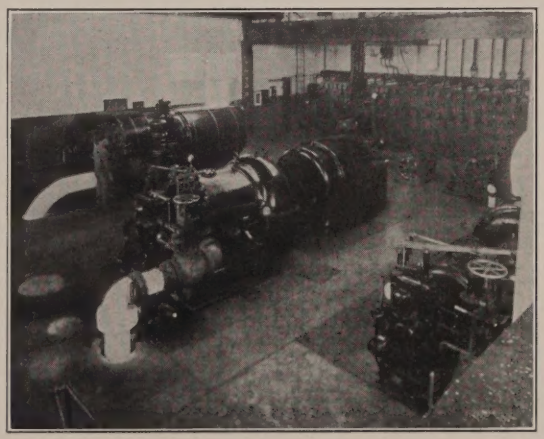
A new two-ton Shepard crane has been installed from the machine room to the shipping tracks to facilitate handling the large flooring felt rolls.

A new high peak for production was reached by the Phillipsdale machine during the year.

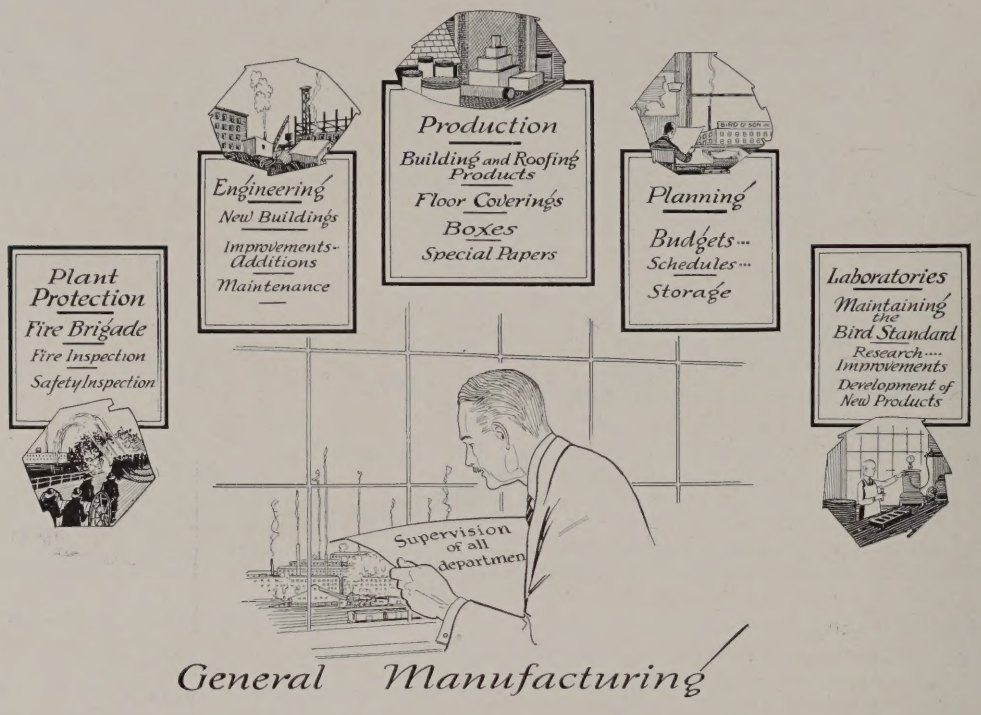
GENERAL MANUFACTURING

THE outstanding accomplishments of the various production departments are recounted under the various divisions of our business, but there are certain functions and certain items of interest that apply generally to all manufacturing departments. These functions come under the direction of the General Manufacturing department.

Foremost among the agencies that help to keep Bird & Son progressing and growing are our laboratories. During the past year, our central laboratory moved into its new quarters in the new building which replaced several obsolete structures. The laboratory has been provided with modern furnishings, and the latest and best equipment both for the control of quality and the development and research.



Part of the Turbine Room, furnishing electric power to our mills



Through the operation of the planning department, our planning and scheduling department, we have been able to complete the year with steady employment and a minimum of idle time. As an example of the results that can be obtained by careful planning we may cite the scheduling of our Phillipsdale mill so that we get a complete turnover of stock every six days, or at the rate of 50 times per year.

Control of expenses, wastes and labor costs has been furthered by a close cooperation between our cost and analyzing department and the foremen.

The physical growth of the plants, the improvements, the maintenance of all buildings, equipment, machinery, etc., in first-class condition, and the furnishing of power for production are among the duties of the Engineering department.

Many of the accomplishments of this department during the past year are covered in the various divisional stories.

One of the outstanding jobs completed during 1927 was the four-story maintenance and storage building which was started in 1926 and completed early in the year. This building provides quarters for the maintenance departments, headquarters laboratory, maintenance stores, draughting room, waste water pumps, and No. 2 Box Shop Shipping department, giving excellent and adequate quarters for all, and providing needed additional storage space.

As an addition to the improvements in the mill yard after the completion of the maintenance building and the extension of No. 2 paper machine, a concrete roadway with grass plots and a railroad loading platform was built. This improvement presents a remarkable contrast to the former yard layout.

During the late summer work was started on the reconstruction of the dam at the Main Mill. Woodwork was removed and replaced with reinforced concrete and improved cast iron gates. This installation gives a safe and permanent structure for the regulation of water in the pond.

One of the most difficult pieces of work done during the year was the replacement of an old economizer in the boiler room. This required the removing of the old machine and the installation of a new one. As the work was conducted 30 feet above the floor level and all parts were extremely heavy, the work was particularly hazardous, but was successfully carried out. Other improvements were made at the same time, all of these helping towards the more efficient production of steam power.

Extensive changes were made in the turbine room this year. The turbine room now supplies a greatly increased measure of electric power for our motor-driven machinery, and does it more efficiently than ever before.

In summing up, the Engineering department reports more than twenty major tasks completed or put under way during 1927.

PURCHASING AND TRAFFIC

TO the Purchasing and Traffic department fall two important duties—the purchase of quality

supplies in the most advantageous market, and the provision of dependable transportation for raw products and materials coming in, and finished goods going out.

These two things this department has continued to do during the past year. We continue to maintain our standing as the largest shippers on the New Haven, from the standpoint of total revenue paid to the road.

May of this year was a record month in the history of the company, when a total of 1549 cars were moved in and out of the East Walpole and Norwood plants. By the close of the year 16,520 cars will have been handled, containing fuel and raw materials incoming, and finished products outgoing.

The Purchasing department's duties vary but little. The Bird & Son policy of quality products places on its shoulders the responsibility of supplying raw materials of standard quality, and of seeing that all the hundreds of supply items used throughout the mills and offices are up to specifications and doing what they are supposed to do.

GENERAL OFFICES

IN order that the reports of the various divisions and offices may be complete, we turn now to what might be called the "administrative staff," to hear their reviews of the year's accomplishments.

"The Sales Managers of each of the various divisions of Bird & Son are justified, as they look back over the results attained in 1927, in feeling that their respective departments have accomplished results which are a credit to the organization, in volume of sales, in profits, in the strengthening of the bonds with old accounts, the creating of pleasant relations with new ones, and the general increase of good will with all with whom we come in contact and with many who know of us only indirectly," declares the General Sales report.

"However, there is a real danger in achieving the success which has come to us in recent years and that is lest we allow ourselves to be lulled into a sense of false security and satisfaction. Many a game or race has been lost by a feeling of overconfidence, or under-estimating the ability of an opponent."

"We cannot afford to slacken our efforts one iota. In spite of the excellent showings which have crowned our endeavors in the past, there are still far larger markets to conquer, innumerable fields for our goods unexplored, improvements in our products yet undeveloped, and needed additions to our lines still unconceived.

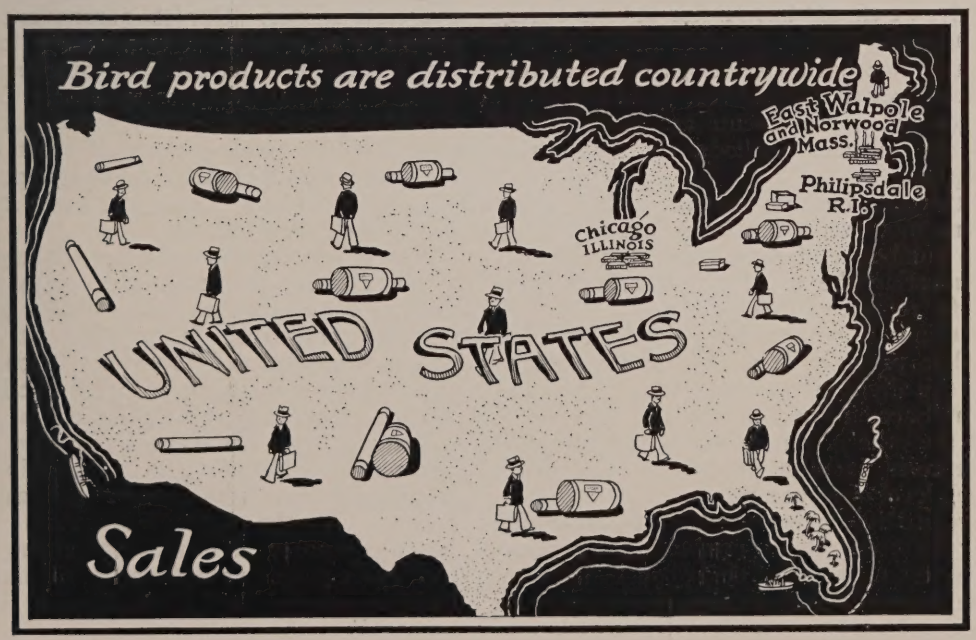
"We cannot stand still, and if we are not constantly going ahead, we are, in reality, slipping backwards.

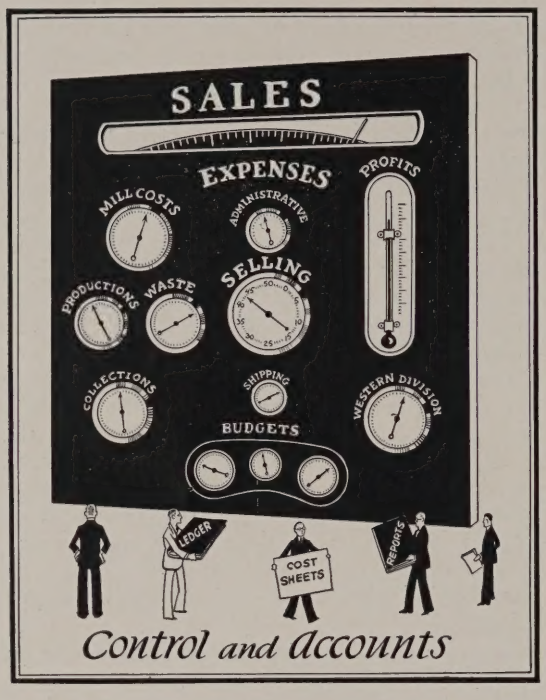
"Let us remember that records made one year are set up to be broken the next."

From the Comptroller's office comes the following:

"Nineteen twenty-seven again reflects the inherent strength of Bird & Son. It is on an even keel with its cargo of diversified products. Perhaps no word is more descriptive of our organization than equilibrium.

Our sales are increasing throughout—both East and West. There seems to be a consistent effort to decrease the factors of expense and improve our quality. Production costs, waste, inventories,





shipping and distribution costs, overhead and collections—all must be in proportion from the time a dollar is spent for raw material until the customer pays his bills, if we are to continue to run a profitable business. When an organization is out of balance, like a ship wallowing in a sea, little headway is made.

The best business predictions point to a reasonably fair sailing during 1928. If we keep our equilibrium—our balance—in all ways, noting the signs of bad weather and trimming our ship accordingly, we should have a fair voyage during the coming year.

From the Accounting divisions come reports of continued growth with the rest of the company. As changes and improvements are made in mill methods and in sales methods, the Accounting must keep pace.

While there has been no increase in the number of workers, more work has been turned out by the same number, and more efficient means devised of meeting the growing demands of other divisions for reports of various kinds.

These things the Accounting department has continued to provide. The Bird & Son departments in this division are among the best of any in industrial accounting. Because of their work, they aid the other departments of the company to reduce costs, increase production, and maintain a high level of efficiency.

The Credit Division is responsible for collecting promptly the money that is needed in the conduct of the business, and a great deal depends not only upon the promptness, but also the manner in which it is collected.

"General reports have indicated poorer collections on the whole, but with us the situation has improved very steadily to date in that we find that even with increased sales, our percentage of collections is better than a year ago."

"As there appears to be no evidence of surplus stock with our dealers, we go into the New Year with confidence, both as to business and collections."

Under the Service department come stenographers, dictaphone operators, typists, janitors, file clerks, mail and messenger service, and the telephone division with three operators and ten trunk lines. In addition, there is the addressograph department, with 40,000 to 50,000 name plates on file, many of which are run off many times during the year, and the multigraphing, duplicating and mimeographing division, which turns out over 1,000,000 pieces of work a year.

These divisions have continued to render valuable service through their various channels to all the other departments of the business.

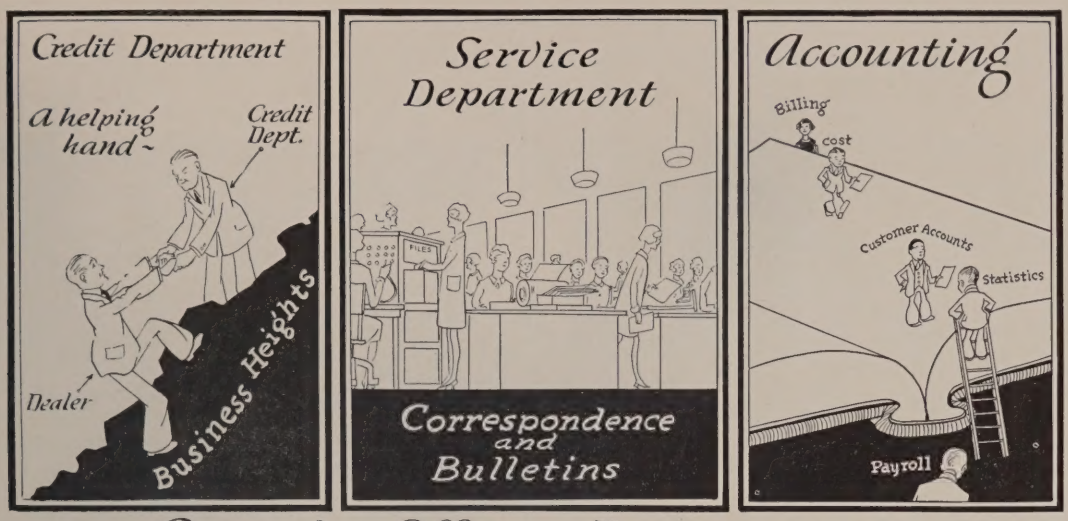
LABOR BUREAU

AGAIN this year every member of the organization may justly feel proud of his or her part in maintaining the Bird & Son standards for quality and service. Every individual and every department by the finest teamwork is entitled to its share of credit.

That Bird & Son is a good place to work is evidenced by the increasing large number of applicants for positions as well as by the stability of our own workers. Three hundred and ninety-six workers have over ten years' service and eight hundred and seventy-five have service records of five years or over. Our labor turnover this year is approximately 20%, a remarkably low figure. Our workers number this year nineteen hundred and fifty, a slight gain over last year. Continuous work has prevailed in nearly every plant and department. A small amount of short time in a few places was more than offset by extra time in others, for in most cases men were transferred to the busy departments.

Bird & Son, inc., in assuming the responsibility of employment for nearly 2000 folks, have provided steady work at good wages and under modern conditions. In addition it has continued to assist and foster employee activities that have meant so much in the continuance of the good fellowship spirit which exists.

The past year has seen encouraging growth in interest in athletics, and in athletic facilities. The Bird & Son baseball team again captures the pennant in the Walpole-Norwood Industrial League, winning 28 out of 35 games. Most of their home games were played on the new Athletic Field, constructed by Charles Sumner Bird for the boys of Walpole.



General Office Departments

This field, which is conveniently located to the East Walpole plant, consists of six acres, and provides facilities for all outdoor field sports, with ample accommodations for players and spectators.

The public opening was held July 16, with a large attendance. The Bird team played an exhibition ball game with the N. E. Clowns. This was followed by a Bird & Son Night, held on the new grounds August 23. Field events were participated in by local boys, a three-inning exhibition ball game was played by two teams of Bird & Son veterans, and a regular League game played between Bird & Son and Curity.

An exhibition game between Bird's and the House of David, although held in a pouring rain, was well attended, as was a later contest, held under the auspices of the Bird & Son Athletic Association, between the House of David and the Philadelphia Colored Giants.

Soccer has been considered at different times in the past, but not until this year have we actually put a team on the field. Bird & Son has joined the Boston and District League, playing in the Southern section. The boys have done exceptionally well, winning half of the games played up to the 10th of December.

A bowling league proved so successful last year that this season we have a men's league of 18 teams from all departments, as well as a girls' league composed of the same number of groups. Over 200 are bowling weekly.

The tennis enthusiasts were heartened by the opening of four new tennis courts in Francis William Park. They are truly of championship calibre. Two very successful tournaments were run off during the year.

The B. B. Club, a girls' bridge club, has provided additional social activities for women employees. Meets regularly in the Girls' Clubroom.

This year has seen an increasing interest in Safety, and an ever-growing effort on the part of the workers to aid in accident prevention. As a result, the number of accidents has dropped approximately 20 per cent, and a decrease in severity has likewise been scored.

Too much credit cannot be given to the Safety Committees and the Safety Inspector, who, by means of suggestions, posters, and talks with fellow workers have labored constantly to improve our Safety record.

The record of our Phillipsdale Mill has been exceptional. They have had but 4 accidents to date, and made one continuous run of five months without a single lost-time accident.

The East Walpole paper mills received a Certificate of Merit from the National Safety Council for their good record in the Safety contest held by the Paper Industry. Our rank was No. 2 among 36 mills.

The Neponset *Review* has continued in its efforts to provide an interesting paper by and for the employees. It strives to help the workers benefit and further themselves, through its articles on thrift, home building, Safety and the like, and also to provide an historical record of the activities of the company and its workers.

The Hospital has shown an increasing usefulness each year. This year it has averaged approximately 1000 calls a month by workers coming for treatment for injuries, minor ills, and to ward off coming attacks of colds. The number of such calls was nearly 200 a month more than last year.

Vacations with pay were enjoyed by an increased number of plant workers with over 10 years' service, in addition to the usual period for office people.

Employee Activities

The Bird Club, besides providing living accommodations for a number of members, furnishes entertainments and good-fellowship get-togethers for about 400 men. Outside and home talent, guest speakers of note, and other features are obtained by and for the members.

The Library continues to act as an ever-increasing educational force, acting as a branch of the Walpole Public Library, and distributing the newest in good fiction and non-fiction, besides having a large reference library of business and technical books and periodicals. The Library is also used by those seeking information on educational courses, citizenship instruction, etc.

The Walpole Home Building Co. encourages and aids the erection of new homes by Bird & Son workers. Under its auspices and on private enterprise as well, a growing number of Bird workers are becoming home-builders and home owners. The Company also sells coal to the community at reduced prices, provides moving pictures in Bird hall, has charge of Francis William Park and the New Athletic Field, and interests itself in movements for community betterment.

The Old Timers' Club, an organization of those who have been with the company 10 years or more, has increased its membership to nearly 400. A banquet was held on the top floor of the new Maintenance and Storage Building, May 2, with speeches, songs and reminiscences, followed by dancing.

The Employees Mutual Benefit Association, which provides insurance, weekly sick benefits, free medical service, and the like, reports a busy and helpful year.

The disbursements for the year ending September 30 show more than $18,500 paid out in insurance premiums, over $13,300 in sick benefits, and over $4600 paid for doctor's services.

The membership has averaged over 1860 during the year, which means that more than 95 per cent of the employees belong to the Association.

The Credit Union continues to show a healthy growth, doing a business during the past year of over $235,000.

It has provided its members with an opportunity to save for Christmas buying, taxes, coal, mortgages and like obligations. It loans money at a low rate of interest to those having sudden obligations to meet. That all these things are appreciated is shown by the fact that this is the first year the membership has gone over 1000. Last year the high point was 917.

Employees having ideas on improvements and better methods, affecting the work of Bird & Son, benefit by the Suggestion Plan, which provides a prize of $5 for each accepted suggestion, and yearly awards for the best suggestion, largest number, etc., in addition to special awards for ideas of exceptional merit. For the first eleven months of this year, 807 suggestions were submitted. Of these, 196 have been accepted.

Economy is a saving bank into which men drop pennies and get dollars in return.

—H. W. Shaw.

OVER 200 BIRD ENTHUSIASTS ARE BOWLING WEEKLY

Captains of Men's Bowling League. Front row, left to right: Ralph Farris, DVX; Happy Timmins, EF; Hal Fuller, G; Howard Mann, AS; Walter Sword, FFM; Dick Winn, Sales. Second row: Tap Geary, DF; Howard Whitney, AC; Sam Gladding, FX2; Maurice Tarr, EM; Stuart Nickerson, FFV; Ray Call, FBM. Third row: Ken Rouillard, DM; Frank Vietz, AA; Dave Fiske, RC; Dick Stoddard, FBV; Bill Murphy, K. Absent, Howard White, FX1.

A MONTH or so ago, when 18 teams of men interested in bowling signed up for a season of shooting at the pins, we decided that enthusiasm for this great indoor sport had reached the high-water mark. But we spoke too soon, for within the past two weeks 18 more teams of bowlers, made up of girls from the various departments, have swung into action.

This means that over 200 Bird & Son enthusiasts are bowling weekly. The Men's League is now settling down to a steady battle for supremacy. No. 2 Box Shop is leading the league, with No. 1 Box Shop close behind.

The Girls' League is just getting under way, and league standings are not complete as yet.

Following is the standing in the Men's League as of December 15:

Team	Points Won	Lost	Average
No. 2 Box Shop	22	6	786
No. 1 Box Shop	21	7	750
FB Maintenance	18	6	750
FF Maintenance	13	7	650
Engineering	18	10	643
FF Shipping	12	8	600
Sales	18	14	563
Cost Accounting	11	9	550
Drafting	15	13	536
FB Shipping	15	13	536
Finishing	16	16	500
Mill Office	10	10	500
DM Shipping	14	14	500
Accounting	13	19	406
Labor Bureau	8	16	333

Captains of the Girls' Bowling League. Front row, left to right: Gladys Duncan, A, treasurer; Irene Costello, AL; Madeline Chaffee, FX; Catherine Downey, AT; Florence Hertsberg, FX2; Mary Sameski, FXP. Center row: Margaret Owens, CF; Catherine Geary, AB; Mildred Saitz, CX; Florence Nichols, AS; Helen Walsh, AH; Margaret Costello, V; Nellie Patinsky, CX; Eva Gifford, CF, secretary. Back row: Sophie Eppich, AC; Alice Keliher, VK; Maude Kaler, DM; Helen Randall, G, manager.

Purchasing	5	19	208
Credit	5	27	156
Stores Accounting	2	22	84

High Single String, Bradley, 137.
High Three String, Thomas, 337.
Team Three String Total, Accounting, 1362.

Soccer

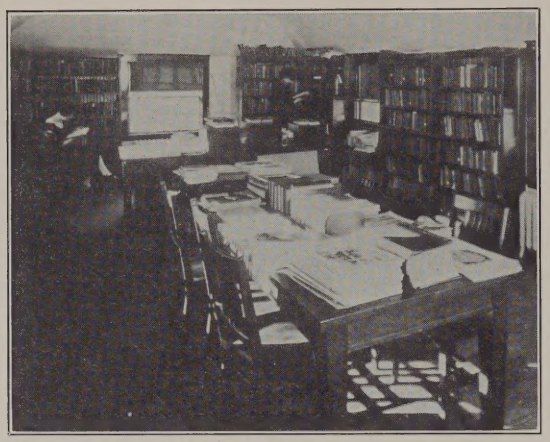
ON account of the many cup-tie contests staged in amateur and semi-professional circles, the Bird & Son Soccer Team has been idle for the past few weeks.

The league law demands that these games be given preference over league games, thus our remaining contests in the Boston and District League have yet to be played.

The management regrest that it could not see its way clear to enter any cup-tie series this year, but with the splendid promise our fast improving team holds out for 1928, some of the best teams in the State will be seen in action against the Bird combination on the new Athletic Field.

We are proud of out playing field, which is acknowledged by the league to be one of the very best in the state.

Bird & Son is securely rooted in third position in the league table, which is a very creditable showing for a first year aggregation. They have earned and enjoy the position of being second to none for their clean cut playing and fine sportsmanship.



A corner of the Library

"FF Night" is Huge Success

ANNOUNCED as "something extra—and extra good"—the extra entertainment put on by the Floor Covering Plant at the Bird Club Friday evening, December 9, certainly lived up to its name.

About 200 attended the show, and there was standing room only within a few minutes after eight o'clock, when Santo Damico started the list with his inimitable accordion solos.

Next came Pete Alexander and Joe Budginis of FFV, "two gentlemen from the Flats," in a comedy skit, which brought forth many a laugh.

Bill Barton and Arthur Bent of FFP, in blackface, pleased the crowd with close harmony, dancing, and a solo on some kind of cornet.

A one-act play, "If Men Played Cards as Women Do," satirized the feminine card sessions in great style. Charlie Bean, FFD; Jim Garner, FFB; Frank Rose, FFB; and Dan Ross, FFB, were the perpetrators.

Piano selections were interspersed by Joe Howard of FFP and Frank Rose of FFB.

Ed Downey of FFV did some nifty soft shoe dancing, with Win Prestcott and the piano.

A comedy skit, in which an old-timer of about 104 years of age was interviewed by a newspaper reporter was a high spot of the evening. Dan Ross, as the "ould Irishman," with his whiskers, long-distance ear trumpet, ironed-out feet, and sparkling repartee with the reporter, Charlie Bean, kept the crowd roaring.

Songs and stories were given by Pat Campbell of FFD, who told us, musically, the whys and wherefores that "Murphy shall not sing tonight."

Tumbling and acrobatic stunts by Ralph Hildreth and John Jasionis of FFP brought the program to a thrilling close.

The committee in charge was: Leo Bernier, Chairman, Mike Shergals, and Charlie Bean, who wish, in turn to thank Harry Dresser of FB and the others who volunteered able assistance.

(Continued from Page 6)

Mr. Miller has always been connected with the financial end of the business. For more than fifteen years was in charge of all auditing and accounting work and has also been office manager for many years.

Charles S. Bird, Jr., represents the fourth generation of the Bird family in the organization. He entered the business in 1906 following his graduation from Harvard College and continued until after the declaration of the World War in 1914 when he volunteered and served in the army until the end of the war.

Upon his return he took over the active management of the western roofing division of the company at Chicago where he remained until 1922.

Mr. Bird, Jr., brings valuable knowledge to the board from his years of experience in the manufacturing departments.

Aside from his business connections, Mr. Bird is keenly interested in civic affairs. He is nationally known as an expert on town planning and has recently received the appointment from Governor Fuller as Chairman of The Committee on Needs and Uses of Open Spaces in Massachusetts.

Mr. Dutton, a nephew of the late Charles Sumner Bird, is one of the trustees and executors of Mr. Bird's estate. A graduate of Harvard College, he was at one time connected with the E. P. Dutton Company of New York City, later associated with Francis W. Bird in the management of the Boston Record and Advertiser. He is president of the American Brick Company of Medfield.

Mr. Lee is the senior partner of Lee, Higginson & Co. of Boston, who have acted as bankers in the various loans and underwritings which Bird & Son, inc. have made in recent years. He is a director on many boards here in New England, among them American Writing Paper Company of Holyoke.

Mr. Macomber is president of Harris, Forbes & Co. Inc. of Boston; also a director in many large industrial companies. He is a director and on the executive committee of the International Paper Company, probably the largest paper and power company in the world.

Mr. Twombly has been counsel for Bird & Son, inc. and personal counsel for Mr. Bird, for many years. He is a member of the firm of Warner, Stackpole & Bradlee of Boston. He is one of the executors and trustees of Mr. Bird's estate.

E. M. B. A. MEETING JANUARY 10

THE twenty-seventh annual meeting of the Employees' Mutual Benefit Association will be held in the lunch room, off the Main Mill Brigade Room, Tuesday, January 10, 1928, at 8 p. m.

Officers for the ensuing year will be elected, and other business transacted.

The following nominations for officers have been made:

For President: Ralph A. Wilkins, PMB; Eugene Connolly, PL; Herbert Jepson, FBE.

For Treasurer, John J. Linnehan, DMP; Wesley A. Beaulieu, AM; Marshall B. Lee, FX1.

For Vice-President: Ralph M. Wight, PF; Halburton Dobbins, SMR; Harold M. Morgan, FB.

For Secretary: Dennis J. Cullinane, EMP; Leo Bernier, FF; Joseph A. Sheehan, EB.

For Investigating Committee: Edward Geraghty, FB; Mrs. Helen Randall, GH; John Burke, DMB; Frank Whitehead, EME; Lyman Small, FFN; Frank R. Meyer, FXP; Frank Sutherland, FFM; Harold E. Fuller, GL; William F. Geary, DF; William F. Murphy, T.

For Nominating Committee: Thomas M. Graney, EML; Albert W. Smith GC; Dimon E. Merrill, RA; Harry A. Dresser, FBM.

The Nominating Committee that composed the foregoing list was composed of Fred B. Duncan, EMM; Donald A. Chase, M; and Frank Murphy, DF.

Suggestions

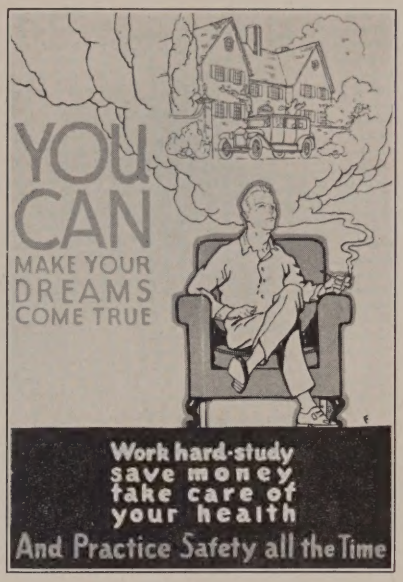
JOHN WHITE of FBM is now leading the Suggestion Contest, with eight accepted ideas to his credit. Close upon his heels are Arthur Balduf, Walter Hanson, FFP, and E. C. Rafuse, SM, with seven each; and in turn, they are hard pressed by Carl Johnson of FFM and Arthur Spinks of FFV, who have six apiece; with Clifford Banks, DPP, and Herman Laublex, FXC, close upon their heels with five each.

But the result will soon be known, when the prizes are awarded following the January meeting.

The following suggestions were accepted at the December meeting:

Cables for fire doors	Ernest Alexander, EMW
Stand for tube machine	Arthur Balduf, FBE
Close up door at FBSM wall	Arthur Balduf, FBE
Raise driver arm guards, FFPM1	William Barton, FFP
Automatic oil cup on grinders	William J. Boyd, FFC
Roller on contact arms	Robert Hood, FMM
Ductor on FXRM34 feed roll	Guy Hoyt, FXR
Sliding fire door	Samuel Hunter, FX1
Quick change hook knife handles	Carl Johnson, FFM
Remove roll stands, FXCM1	Herman W. Lauble, FXC
Drain from air compressor in ER4	August Linde, ERE
Protect front of oven, FFPM2	John Malacaria, FFP
Water cooling pipe on bearing	Daniel McDavitt, EMP
Change adjusting screw for stapler	Matejs Minkevicis, FXF
Adjustable friction for wire holder	Matejs Minkevicis, FXF

ACCIDENTS REDUCED IN 1927



SINCE this is a time of rejoicing the various departments may, with pardonable pride, rejoice at their accomplishments in the reduction of accidents for the current year.

Two years ago, in 1925, not counting Chicago, for we haven't their figures, the Bird Mills sustained 167 lost-time injuries. Last year there were 106, and this year, at the present writing—December 15, the East Walpole, Norwood and Phillipsdale mills have brought the total down to 79. Truly a remarkable record!

Plans are already being laid for continuance of the fight against accidents during 1928.

Without going too much into the actual figures, the monthly record for 1927 shows many "peak" months, which can be improved upon in 1928. Months with 10, 11 and 12 accidents are inexcusable.

Each year we gain more and more experience in this business of accident reduction. Therefore, while it may be true that it gets harder and harder to reduce them as we go along, the experience ought to outweigh the difficulty.

A reduction in accidents means, and has meant, a saving in money for the workers and for the company; a saving of suffering by the worker and his dear ones; and a real glow of pride in a worth-while achievement.

Protect steam pipes, No. 2 print room door	Greydon Mongo, FFP
Improved method of washing FFC floors	G. L. Staples, FFC
Close up window over DFPM4	Henry Treen, DFW
Gate valves on flowmeter circuit	John H. White, FBM
Control bearing on gyratory riddle, FBPM1	John H. White, FBM

Notes From Plants and Offices

MAIN OFFICES AND SALES

Miss Dorothy Wells of Laconia, N. H., and Richard J. Kennealey of AF were married November 23 at Laconia.

Carl Uriot is at home convalescing from an operation. We hope to see him back soon.

Those in CF were sorry to see Bob Garner leave, but are glad to see him "on the road."

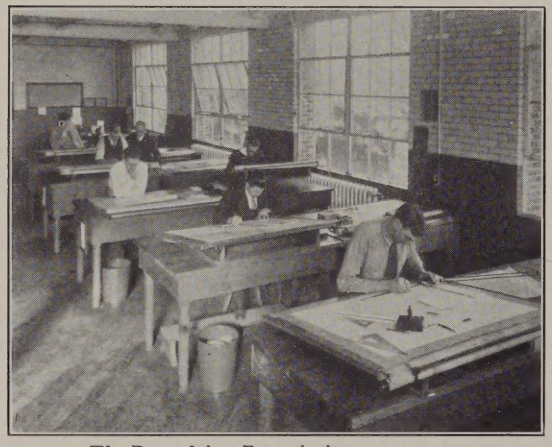
The engagement of Eva Gifford, CF, and Arthur Knoll has been announced.

CF extends a hearty welcome to Art Rogers who is back again as a correspondent.

We are glad to welcome J. Murdock Blake, who has joined our Sales force.

Ed Gallup is leaving the company to work with Ginn & Co., book publishers.

Millard Peabody has left the Floor Covering Sales, and will join his father in business.



The Draughting Room in its new quarters

Paper Mills

East Walpole, Mass., Mills

John E. Maguire has returned from the Norwood Hospital and is getting along finely since his recent operation.

Herb Badger did great work in the recent Footlighter's show.

Charlie Knaus and Jim Donovan are now experts at making Christmas wreaths.

Neither Mike Burke nor Andy Walker have reported shooting any deer or foxes this year. A few stray cats and some tame pigeons has been the extent of their hunting.

After seeing the reports in last month's *Review* of the slow time of her car, Miss Leary bought a new Nash right away. There ought to be a commission from the dealer for somebody.

Arthur Doderer has been transfered to No. 2 Machine from No. 5 Machine.

Dan Jones has moved back to East Walpole on Union street.

Engineering

We are glad to see Dave Regan, Jr., back at work after an illness of several weeks.

Bert Stott of SM expects to spend a short vacation in Montreal at the New Year.

Joe Sheehan and Paul Guttormsen visited the Power Show at New York City last week.

The members of EMM extend their sympathy to Pat Hessian on the death of his father in Ireland.

Phillipsdale, R. I., Mill

Miss Ellen Jryjas and Mr. Walter Karpoweck were united in marriage Thanksgiving Day morning at St. Joseph's church, Central Falls. Congratulations!

The condition of Frank Moreiro is improving steadily. He is still at the Rhode Island Hospital.

Adolph Adamonis recently found an English sovereign in one of the beaters.

Henry Phelps' car is off again. It takes more than a smash-up or two to keep that car off the road.

Darrell Richardson was seen lately stealing into the yard in what looked like an imitation of Noah's Ark. None of your "Tudor" sedans for him.

Lloyd Allen's car made one last trip to New London recently and then gave up the ghost. May it long rest in peace.

BOX FACTORIES

East Walpole, Mass.

Bill Quinn of FXF is the champion sports dopester of the Box Shop. He claims to have picked the winners in 99 per cent of the main fights and football games.

Lawrence Johnson says they can all have the winter as far as he is concerned. He says there are no frozen radiators in the good old summer time.

Edgar Ross of FXG wants to know how it is a battery will freeze when his radiator didn't. He thinks some of his friends must have put something strong in the radiator.

"Mike" Minkervitz has some ducklings at his home. A neighbor called and Mike showed them to his friend. The visitor thought they were chickens in the tub swimming around, and he went home and gave his chickens a bath in the tub. Mike says there was a wholesale drowning.

Karl Nicklaus spent a week-end at Washington, D. C., recently.

Henry Dowdie is progressing rapidly after his recent operation, and we look forward to seeing him back with us soon.

Herman Lauble came to work last week with a faint smudge on his upper lip. Upon close examination it seems to bear some relation to a moustache. Time will tell.

BUILDING AND ROOFING MILLS AND OFFICES

Norwood, Mass., Mill

Bill McLauchlan has at last got his new garage. And the long promised car can be expected at any moment.

Anthony Montessano is the new office boy at FB.

Recreation in the Brigade Room East Walpole

When Harry Dresser, general chairman of the Bird Club entertainment committee gets through with his stage construction, the old Gym will look like the Metropolitan in Boston.

You can't beat the 1912 Fords. They are bound to get you home. Walter Cyr was all ready to go home about 1 o'clock one night recently, when he discovered a most amazing thing. His car would not go forward, but it would travel in reverse. So Walter backed up Water street, and continued to his East Walpole home, hind-end-to all the way.

Miss Angelina Lorusso of Boston and Angelo Melina of FBV, were married December 4. They will live in East Walpole. Angelo has been with us for over five years.

Chicago Mill and Office

A son was born to Mr. and Mrs. Howard Hanna, December 4, weight 7 lbs. 4 oz. All employees offer congratulations and sincere best wishes. Thanks for the cigars, Howard.

John Sayles of the Shipping Department was presented with a beautiful bridge lamp as a wedding gift from the employees. It was thought that the shades of his hair and the lamp were an excellent match.

We welcome Ben M. Sumner of Dallas, Texas, to our Sales Force. He is to travel Northeast Texas. Hello, Ben! Good bye, Ben!

Marie Kelly Law, who has been employed in the Sales department for the past six years, resigned on November 15 to go housekeeping. She was presented with a gift by her friends in the office.

Duke Perrizo will spend Xmas with his family in Fond du Lac, Wis.

Following an old tradition among the girls in the office, gifts were presented to the three ladies who prepare the daily luncheons for employees here; to Scotty Calder and Mr. Rogers for the many favors received during the year; and to Albert Crouch, our office boy, who comes from Georgia, and is spending his first Xmas in the frozen North.

Harold Altman spent Xmas Day in Quincy, Ill., and Miss Ammerman went to Ambia, Ind. Both are employed in the Accounting department.

FLOOR COVERING PLANT AND OFFICES
Norwood, Mass., Plant

Miss Gertrude L. Johnson of Norwood and Frank Mumblow of FFM were married December 8, at 8 o'clock in the evening, at the home of the pastor of the Swedish Lutheran Church, Norwood.

Ralph Nutter spent a week-end in the Berkshires recently, hunting deer.

Milford Ward and George Lynch are new men in FFP.

This fleet of lift-trucks and tractors serves the East Walpole Mills

The Floor Covering Brigade Room is popular at the noon hour

Mike Harpicus has the sympathy of his fellow employees in FFC in the death of his young son.

Felix Glebus of FFC has the deep sympathy of his fellow workers in FFC in the loss of his brother on December 10.

Tony Antonelli of FFC has left for a brief visit with his brother in New York City.

Chicago Office

Bill O'Connell forsook the Windy City and journeyed to Manhattan to attend the Smith auction. He reports a number of Western Division buyers presented themselves at the New York office. In his absence Jack Riordan borrowed Bill's Chevrolet and covered his Chicago territory.

Dick Reid also went down to New York. He was so pepped up after his New York visit that he didn't even take the time to stop in at the Chicago office and say "hello" on his way back.

The Canal Street bowlers are talking another bowling match with the 76th Street roofing crowd. We trimmed them last year and hope they will challenge our championship.

Bert Hindmarsh, our newlywed, is back again from his honeymoon. He seems to have a good influence, for already one diamond solitaire is being sported around the office by Miss Betty Rohr.

Charles Allen, Amherst, '25, has given up sugar raising in Cuba to sell an even more popular household product and is the latest addition to the inside sales force.

CARDS OF THANKS

I wish to thank my friends in the office for their gift.
Richard J. Kennealy.

We wish to thank the boys in FFM for the wedding gift they sent to us.
Mr. and Mrs. Frank Mumblow.

Gratefully acknowledging and thanking those in DP for their kind expressions of sympathy.
Mrs. J. Madeiros and family.

Your kind expressions of sympathy are gratefully acknowledged and deeply appreciated.
Mr. and Mrs. George Maddern and family)DP).

TO LET

Single room with private family, partial board if desired. Apply to T. B. Maddern, 60 Elm street, Norwood.

FOR SALE

Two-tube Armstrong Radio, good condition. T. B. Maddern, 60 Elm street, Norwood.

BIRD'S
NEPONSET REVIEW

Vol. XVI. JANUARY 1928 No. 1

Published Monthly by the Employees of Bird & Son, inc.

MILLS: East Walpole and Norwood, Mass.; Phillipsdale, R. I.; Chicago, Ill.

SALES OFFICES: East Walpole; New York; Chicago; Minneapolis; Columbus; San Francisco.

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S. B. Montgomery B. D. Rogers

Editor, Theodore L. Southack, Jr.

Staff Artist J. E. Alcott

Circulation Manager A. S. Blaney

Printing Foreman, F. R. Meyer

Regarding This Issue

FOLLOWING the usual custom this Holiday *Review* goes out over the land to dealers, customers, stockholders, newspapers, and to those who are "just friends."

Each year we have attempted, for the outsider as well as the fellow-worker, to picture the firm of Bird & Son, its products, its employees, its history and its ideals.

The four sales divisions of the company have been clearly outlined, as have the relations of the various internal departments to each other, and to the whole. Pictures of the plant and of executives and workers have been used to show what manner of place we have, and the men and women we have to run it.

This year we complete the picture, in a sense, by dealing with the functions of departments, their growth, and with the four industries with which we are concerned, as a whole.

This Holiday number, presented in a spirit of enlightenment, and not of boastfulness for our own accomplishments, comes to you, the reader, wherever you may be, bearing the best of all good wishes for an enjoyable holiday season, and continued health, happiness and prosperity for 1928, and for many years to come.

An "Inside" Editorial

WE call it an "inside" editorial, because it is addressed to the employees of Bird & Son. Others may read it if they wish, and the fellow-workers should only read it after they have perused, in part at least, the rest of the issue.

The annual messages from our officers come first in this number, and express to you the sincere thoughts and good wishes of those at the head of our concern. Have you read them?

Then, following the story on the new organization, comes the general "Review of the Year" article. Most of us will read the story of that division with which we are connected. Why not read the others? For while we are organized in four quite distinct lines of sales activity, the fortunes of Floor Covering, say, do not stand alone, but depend on the growth and advancement of all the other divisions.

Of course, the final part of this article, which deals with the employee activities, will be the most interesting to the employee. And rightly so, for we are privileged to work for a concern that provides many activities, many benefits, besides the one of steady, enjoyable work.

Let us consider them again, and from another angle. Take athletics. Do you bowl, play soccer, tennis, or baseball, or are you at all interested in such things? Come out and get into them! Or at least give the teams your support by attending the contests during the seasons.

Social activities are provided in the Bird Club for the men, and in the B. B. Club for the girls. Good-fellowship rules in both. Are you getting your share?

Bird & Son devotes much time and money to the cause of Safety. Are you cooperating? It will pay you to keep always in mind the slogan, "Today and Every Day, Think Safety."

Then there's the *Review*. Do you help with an occasional news item, suggestion, or picture, given to your department correspondent, or sent to the editor?

From the Hospitals come frequent admonitions on health. Do you pay attention? The Hospitals offer you treatment and advice in the care and avoidance of minor ills. Do you live healthily?

Do you use the Library? Good reading is there, for amusement and for self-advancement.

Help for home builders is the principal function of the Walpole Home Building Company. Your dream of a home may become a reality, if you inquire into, and accept their aids.

The E. M. B. A. and its advantages are known to most all of us. Insurance, doctor's bills, weekly sick benefits are provided at a nominal cost. If you don't belong—over 95 per cent of your fellow-workers do.

The Credit Union has proved a life-saver to many employees. Its system makes saving easy, and its loans in time of need are made with the least possible cost and trouble to you. Nearly a thousand Bird workers belong—do you?

How many suggestion checks did you receive this past year? Look into the Suggestion Plan, and see how you can win five dollars and perhaps a lot more.

Finally, read this *Review* with an idea of learning more about the business, its future, and the opportunities it offers to you to better yourself in every way.

Merry Christmas.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins NEPONSET Double Twins American Double Twins
Super Twins Hexagonal Twins Lock-Butt Individuals
Giant Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy Laminated
Refrigerator Insulating

Wall Board

NEPONSET Board, Cream White American Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating Insulating Blanket

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Felt Papers for Special Purposes

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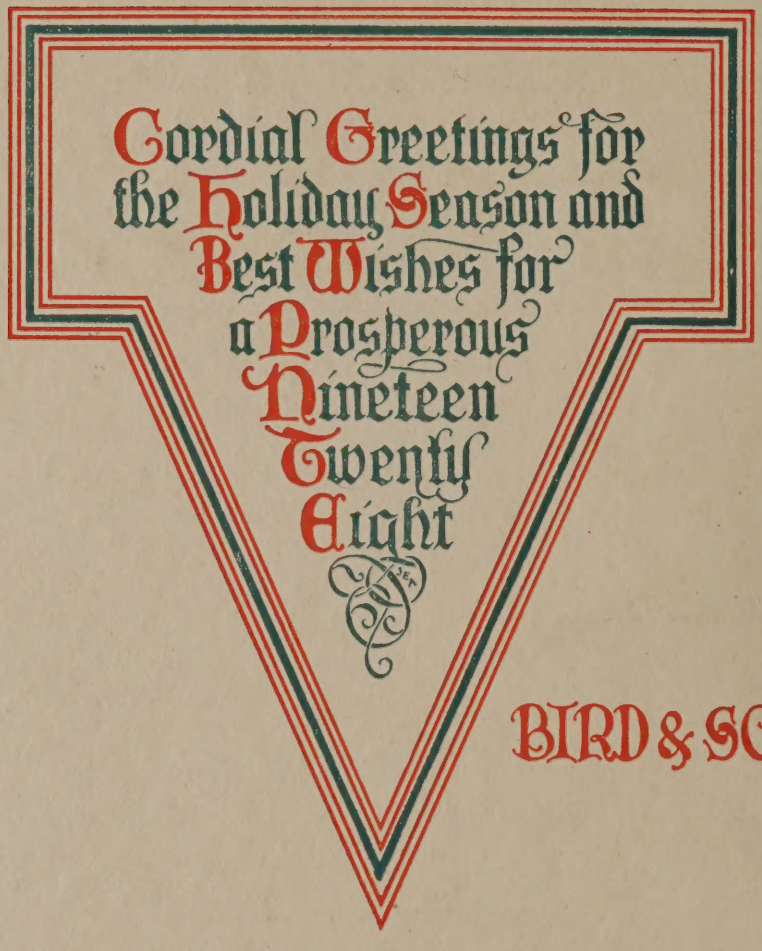
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**


Cordial Greetings for
the Holiday Season and
Best Wishes for
a Prosperous
Nineteen
Twenty
Eight

BIRD & SON, INC.